

beauty concierge

an app that connects beauty shoppers with local beauty experts at stores for a better shopping experience

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intro

- Beauty industry is a rapidly growing multibillion dollar industry
- 70% of consumers make monthly purchases
- Millennials (ages 18 to 34) are the biggest portion of this industry. Have been termed the suspicion crew.
- Consumers end up spending more when they visit a store. 90 percent of shopping is done at brick and mortar stores



“Makeup and skincare can make you feel more powerful and ready to face any situation. There is a sense of pride. This is how I take care of myself. Whether or not that’s true, I have convinced myself that that is a part of me having my shit together.”
- a beauty user

project statement

Beauty users **want** to buy beauty products to enhance their look and meet their skin needs. However, they feel **overwhelmed** with the number of **product choices** available and despite doing their research, they prefer to ask for help in-store but **struggle in getting guided** correctly.

I believe that by creating a **personalized approach** in-store, shoppers can get help from trained beauty professionals, who will educate and help them select the products based on their requirements, and this way they will feel more satisfied with their purchases.

We will know we're **successful** if we see a decline in product exchanges or returns, positive feedback on consultations, and an overall increase in sales and revisits to the beauty stores.

approach

RESEARCH

Initial Problem Statement
Market research
User Interviews
Synthesis of Data
Market research again
Competitor Analysis
Revised Problem Statement
User Personas

DESIGN

User Flow
Sitemap
Sketches
Wireframes
Prototype
User Testing
Revisions
Testing again

WHAT'S NEXT

Future plans

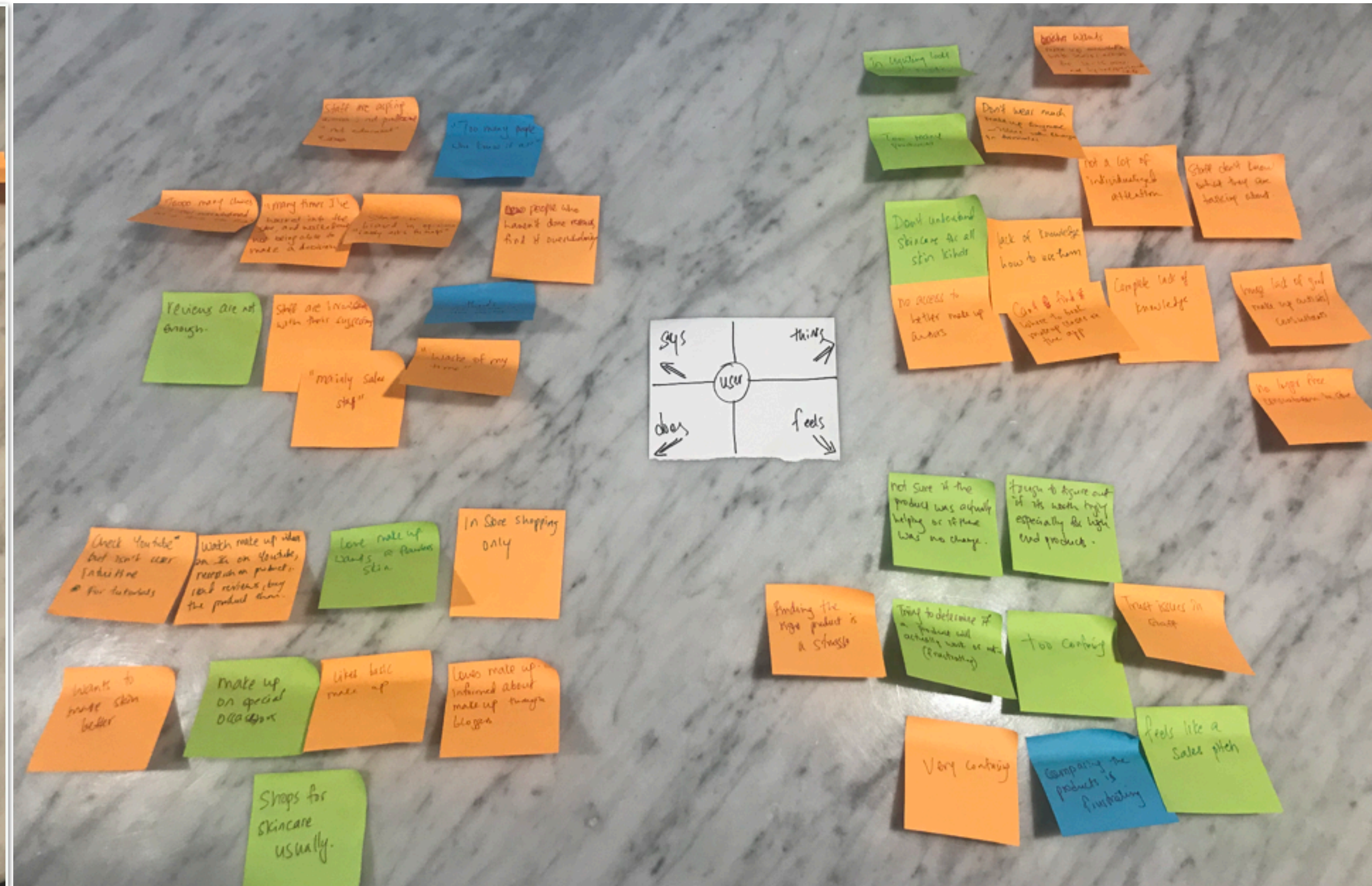
LEARNINGS

Yays and Nays

user research

affinity mapping

empathy mapping



key findings

- gives confidence
- testing is vital to today's buyer
- too many product choices
- pushy and inexperienced staff
- senior experts are inaccessible or busy



user quotes

The staff is pushy! Such a turnoff!

I don't think they understand my needs

I don't need to look 15 years younger, I just need to look kind of glowy

I don't understand what are these ingredients

I think my age is catching up now and its showing. I've been trying to stick to a skincare regime but I don't know what I should use

I use beauty products to look and stay healthy. It makes me feel confident

competitive analysis

major players

- Ulta
- Sephora
- Macy's
- Bloomingdales
- Nordstrom



feature matrix

	Sephora	Bloomingdale's	Macy's	Nordstorm (concierge)
Feature A: in-store purchase pickups	No	Yes	Not for beauty	Yes
Feature B: individualized consultation	No	Yes	Yes	Yes
Feature C: in-store events	Yes	Yes	Yes	Couldn't find

major players

pros

- Expansive list of services made available
- No login/signup required for scheduling in-store appointments

cons

- Scheduling in store appointments are hard to find in the sitemap
- Lack of reviews or information of beauty experts

*most users said they would book a service on the app rather than the website

Nordstrom Concierge

Home / Beauty / Beauty Services, Stylists & Videos

Beauty Services, Stylists & Videos

Beauty How-To
Videos

Beauty Stylist

Free In-Store Brand
Services

Spa Nordstrom

Gifts with Purchase

Featured

Fall Beauty Trends &
Events

Sun Care &
Sunscreen Tips

Beauty Services



Let Us Help You Be Your Most Beautiful Self

We do beauty your way. Whether you're just buying more of your favorite mascara or on the hunt for a whole new look, our stylists, how-to videos and other services are here to make your exploration fun and easy.

yes.
Our service promise since 1901.

Beauty Experts

Looking for a new moisturizer or that perfect red lip color? Our



HAPPENINGatSEPHORA

Services, classes, can't-miss events & more—see what's going on in store near you.

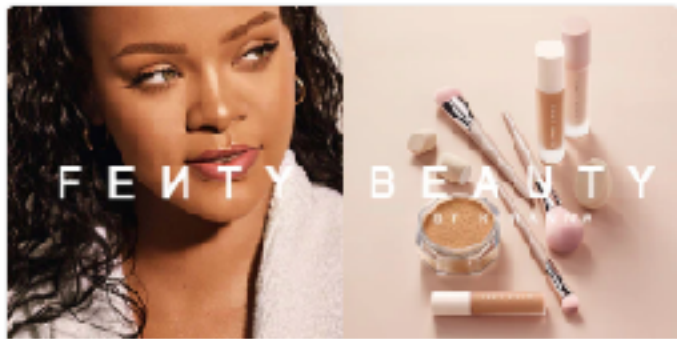
City & State or ZIP
New York, NY

Store
All Stores

Date
Next 2 weeks

- Services
- Classes
- Events
- What's new

Featured



FREE MINI MAKEOVER: Level Up Your Fenty Face

Sephora 34th Street
38 other locations

Service • 15 min



New Skincare Brand Alert: Dermalogica Now In Store

Sephora 34th Street
18 other locations

What's New

Maison Margiela
PARIS

CLASS: Learn about Fragrances with Maison Margiela

Sephora 34th Street

Class • 45 min

bloomingdales.com

October Editorial
New CBD beauty brands, three ways to style a statement belt and a closetful of major outfit inspo c/o Mami Senofonte.

Glowhaus
Major beauty inspo ahead! New looks, how-to videos and must-have products.

Free Shipping & Free Returns!

Buy Online Pick Up In Store

Download the Bloomingdale's App

Become a Loyallist

Store All Cards & Offers in bWallet

MEN

THE EDIT

- WOMEN
- MEN
- BEAUTY
- FOR THE HOME

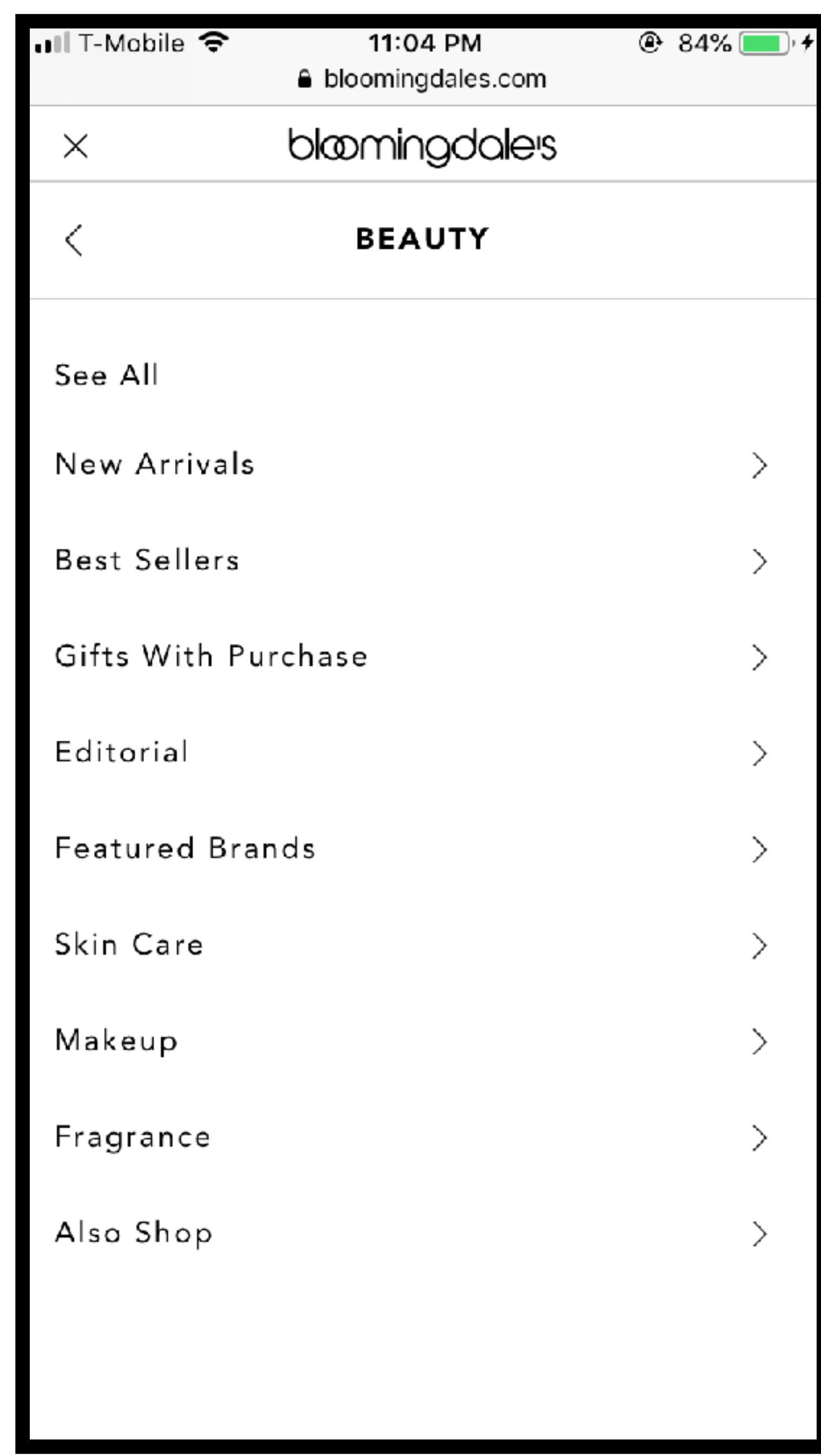
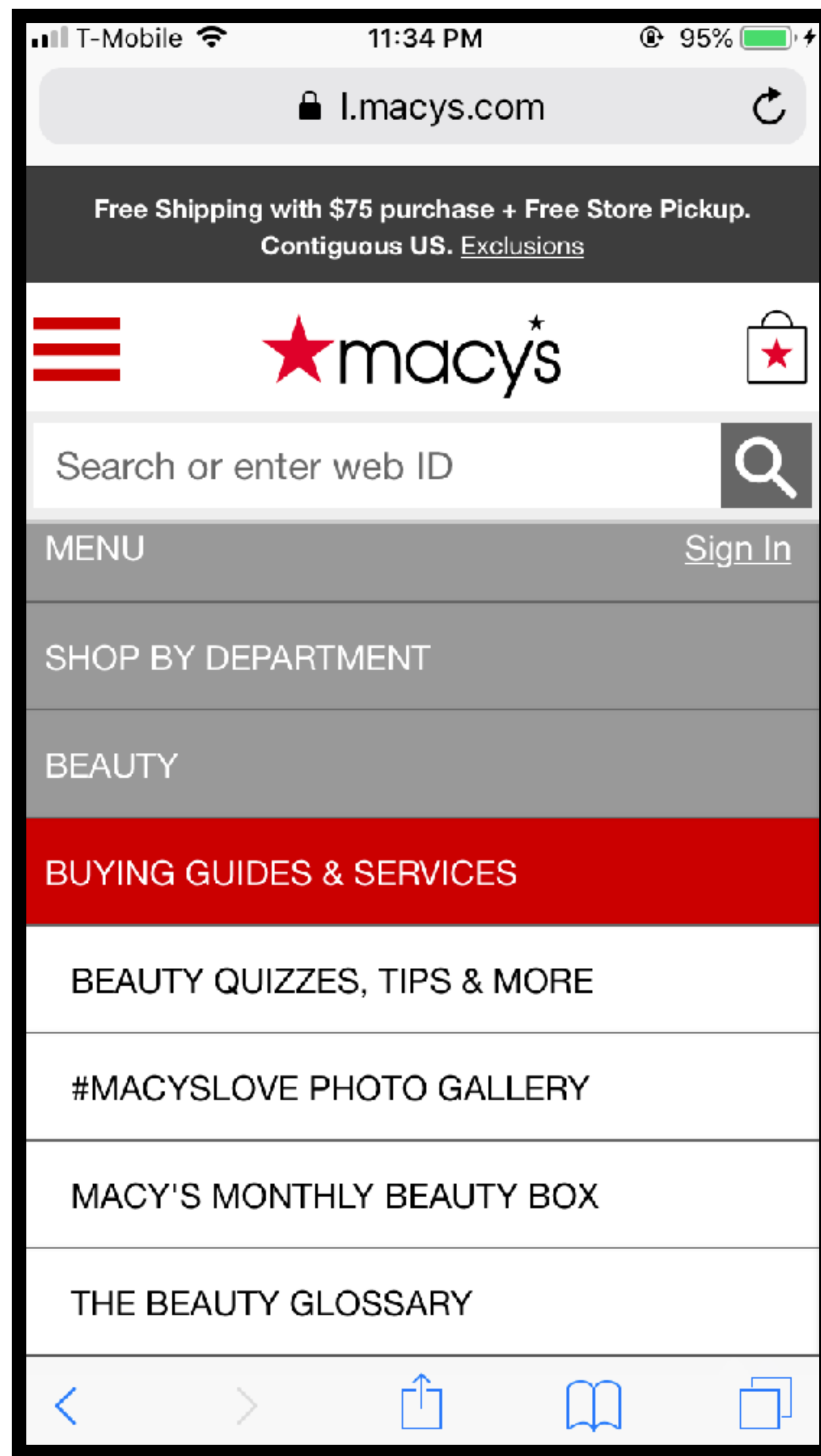
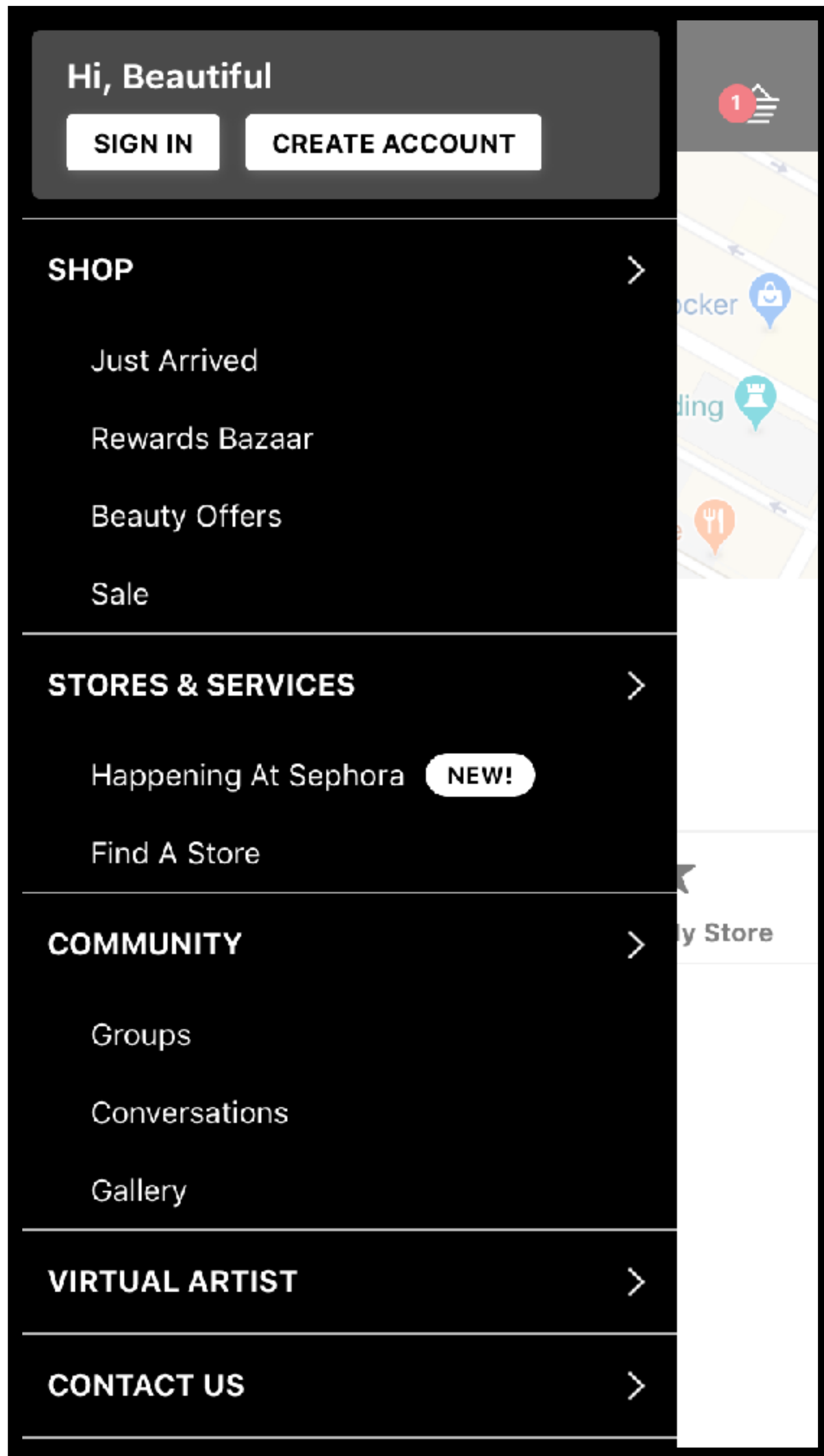
THERE'S ALWAYS MORE TO EXPLORE ONLINE & IN STORE.

★macy's PERSONAL STYLIST

be GLAMMED



★macy's events



beauty concierge

The Beauty Concierge **bridges that gap.**

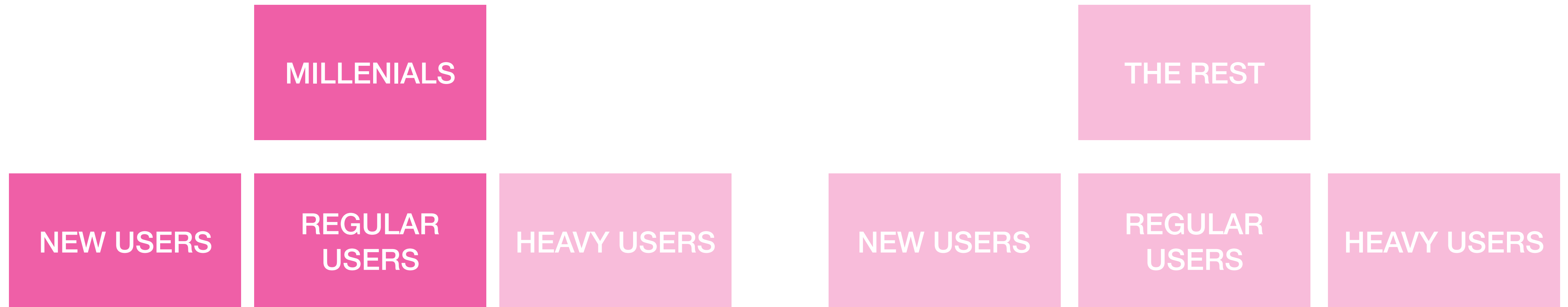
*Through this app, users can look for professional beauty experts working at the stores where they generally visit, and can schedule appointments to discuss any beauty concerns they may have. It provides **a personalized support** for beauty shoppers at their favorite stores.*

We stand a **competitive edge** for two reasons:

1. Ability to connect users to all beauty experts available in all stores under one app
2. Freedom to users to decide whom they'd like to meet based on profile, expertise, reviews and get the right recommendation.

design

primary/secondary users



Millennials (ages 18 to 34) are the biggest portion of this industry

Tech savvy. Generally would have researched and have an idea on what they want, but need validation

meet natalie!

“There’s a need to self-care. To self-soothe. I like the ritual element. It is bedtime, I do these things, and I look forward to it. My life is so busy, and just setting aside that time is really satisfying.”



USER PERSONA

Natalie Davis

28, Interior Designer | In a relationship | NYC

PASSIONATE

INDEPENDENT

PUNCTUAL

WITTY

“I’ve walked out of the store so many times not being able to buy a single thing, because I have no idea what I should get and the staff gets pushy and this confuses me more.”

ABOUT

Natalie is an Interior Designer in NYC and has been working with an agency for 5 years, that manages high-end clients. She’s a vegetarian and has an active social lifestyle. She believes in self-love and occasionally pampers herself to spa treatments. She loves showering her younger sister with gifts all the time. She’s tech savy and listens to podcasts on design. She is also active on Instagram, YouTube and Twitter.

GOALS

- Follow a good skin care routine to maintain a youthful, healthy and glowing complexion
- Look and feel confident when interacting with peers, clients and seniors at the office
- Learn beauty tricks to enhance her features and look more appealing
- Wants to perfect the winged eyeliner!

FRUSTRATIONS

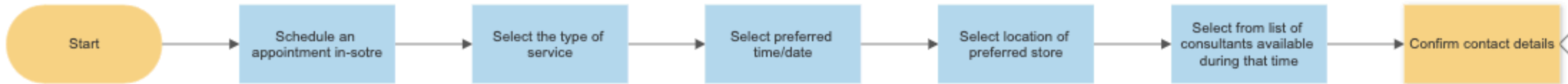
- Doesn’t understand the list of ingredients and whether they’re harmful and if the products will negatively affect her skin.
- Doesn’t have a lot of time to browse through the the range of products
- Unable to trust staff as they’re inconsistent with their recommendations and focus on pushing sales.

SHOPPING HABITS

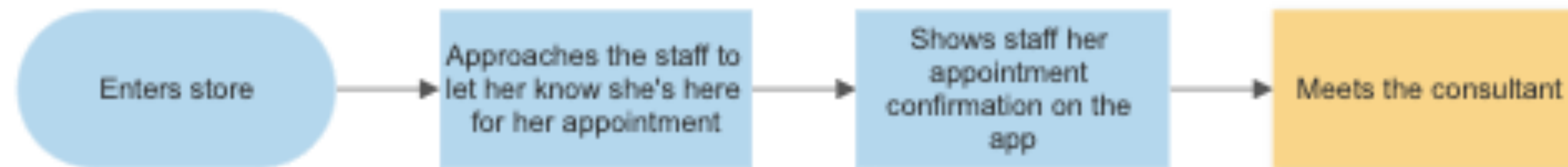
- Follows beauty bloggers and looks for their recommendations
- Tries testers before buying products
- Prefers instore shopping to online
- Doesn’t like to waste time in initiating product returns

user flow

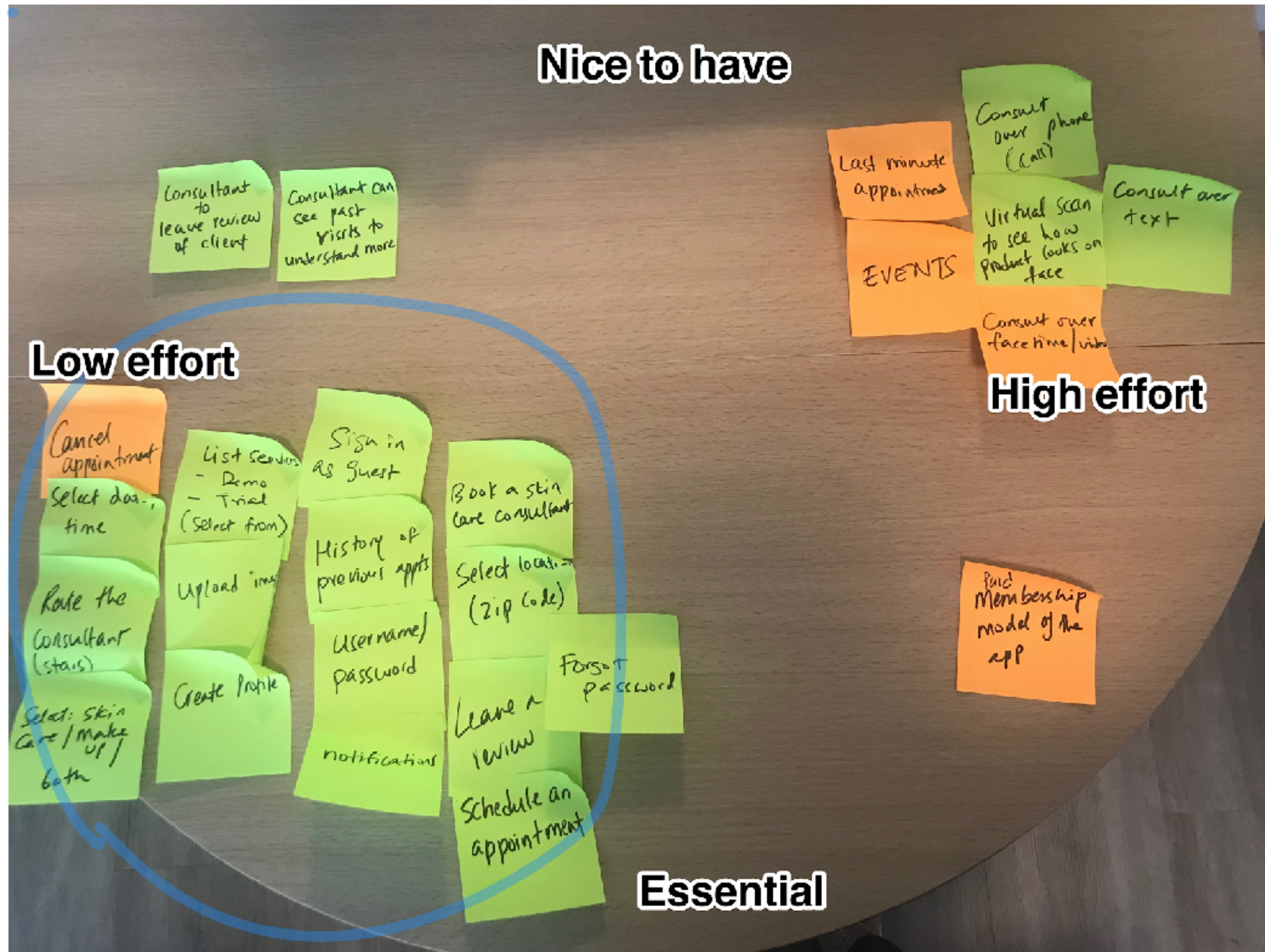
scheduling an appointment



when the user gets to the store



feature prioritization

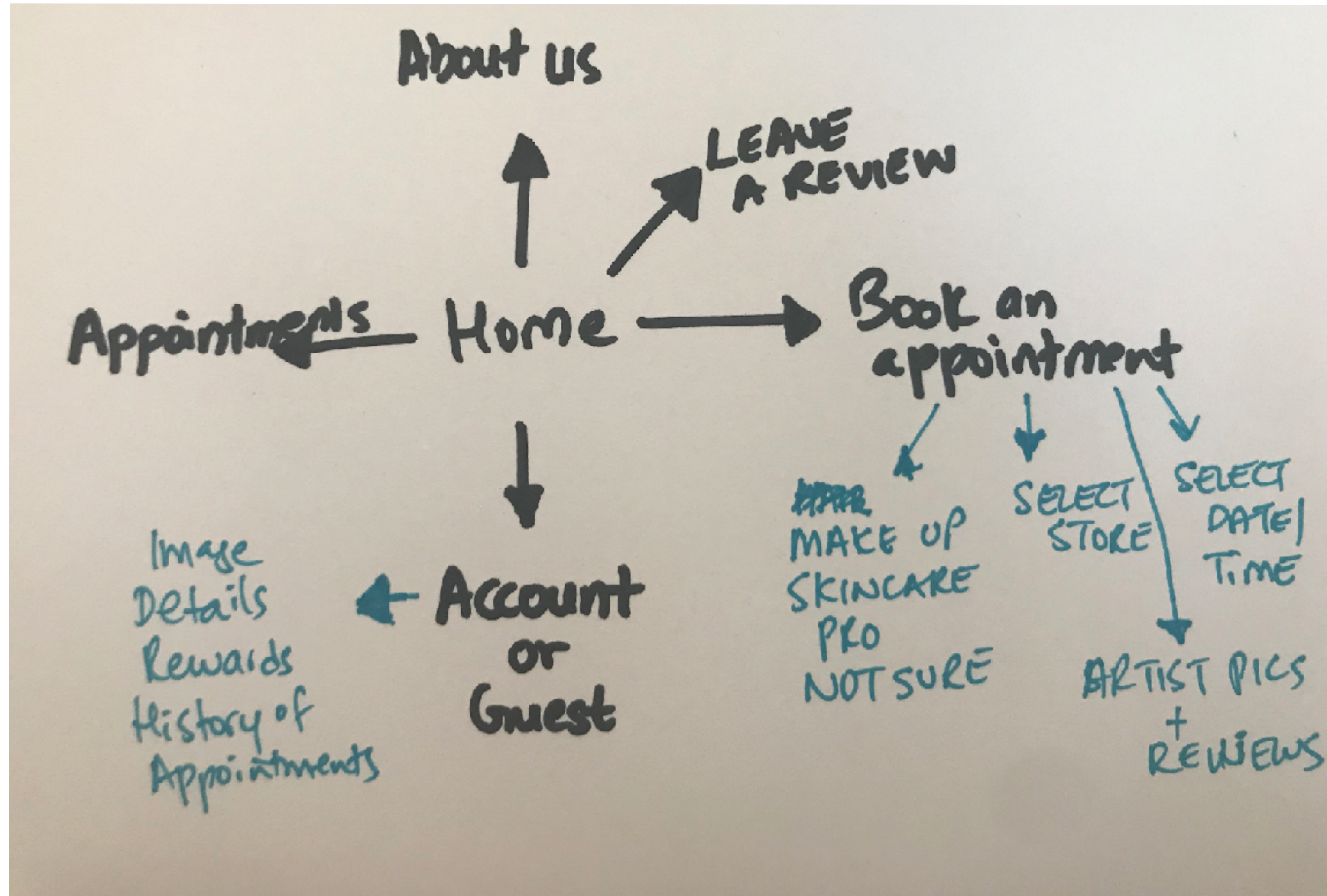


MUST HAVE
list services and descriptions
calendar
location search
reviews
contact form

NICE TO HAVE
conversations with same beauty expert
history of previous visits
virtual appointments
events

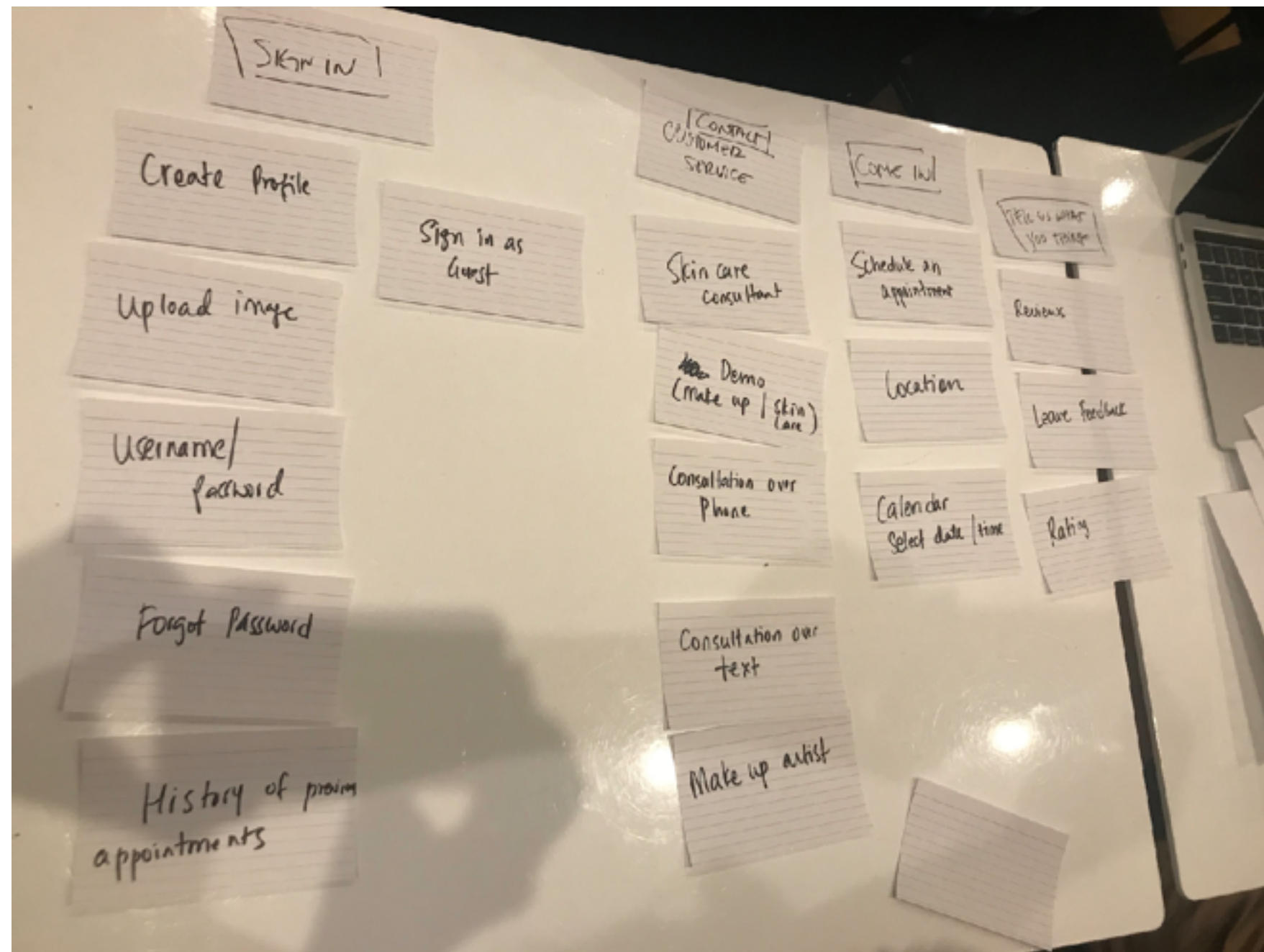
HIGH EFFORT
virtual make up and beauty looks
scan ingredients and get educated
scan new products and get advice online

sitemap



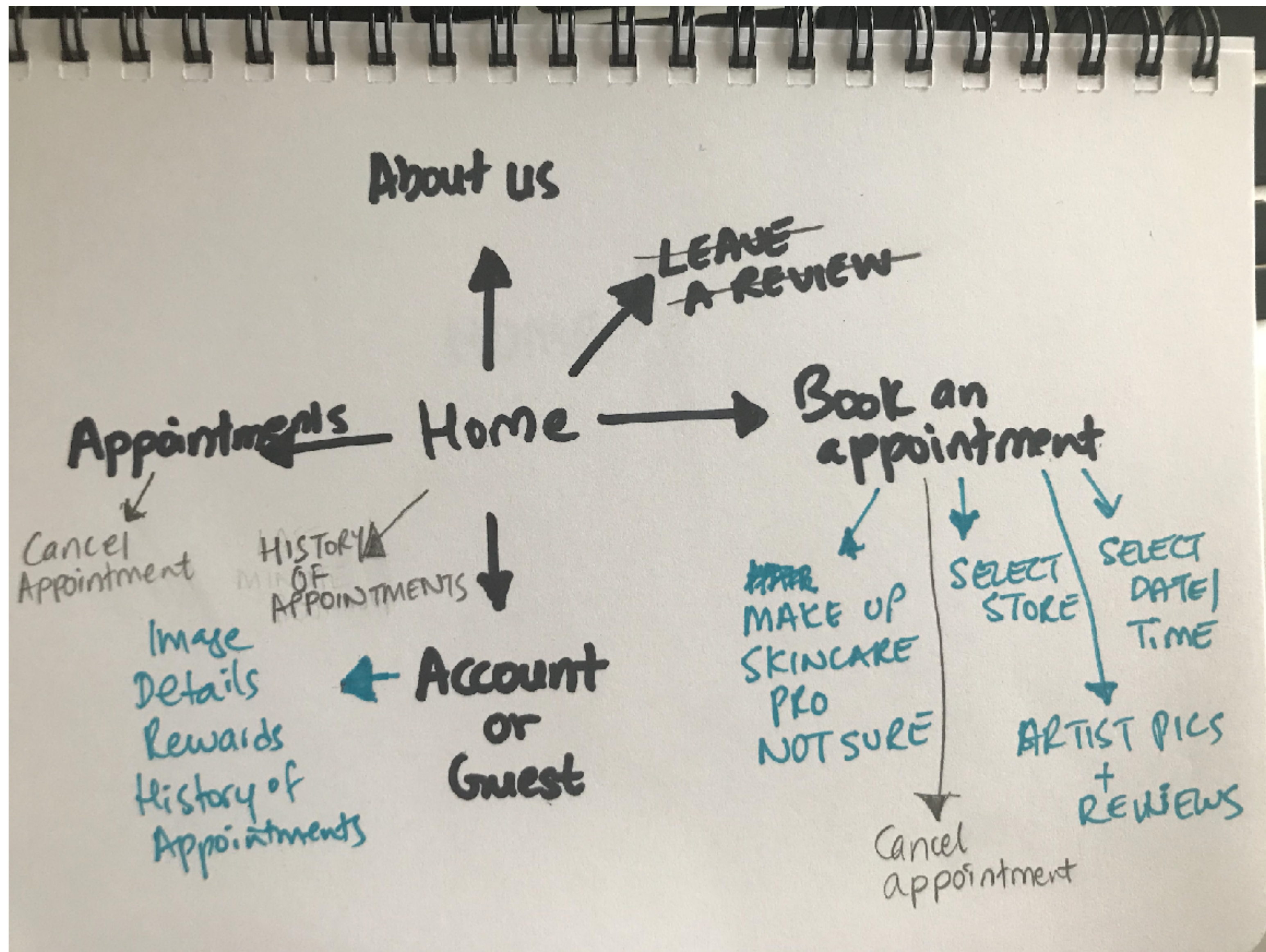
old sitemap

card sorting



four users

- two interviewees
- in class sorting



revised sitemap

TURNS OUT I WAS WRONG

SITEMAP SHOWS PAGES NOT FUNCTIONS IN EACH PAGE

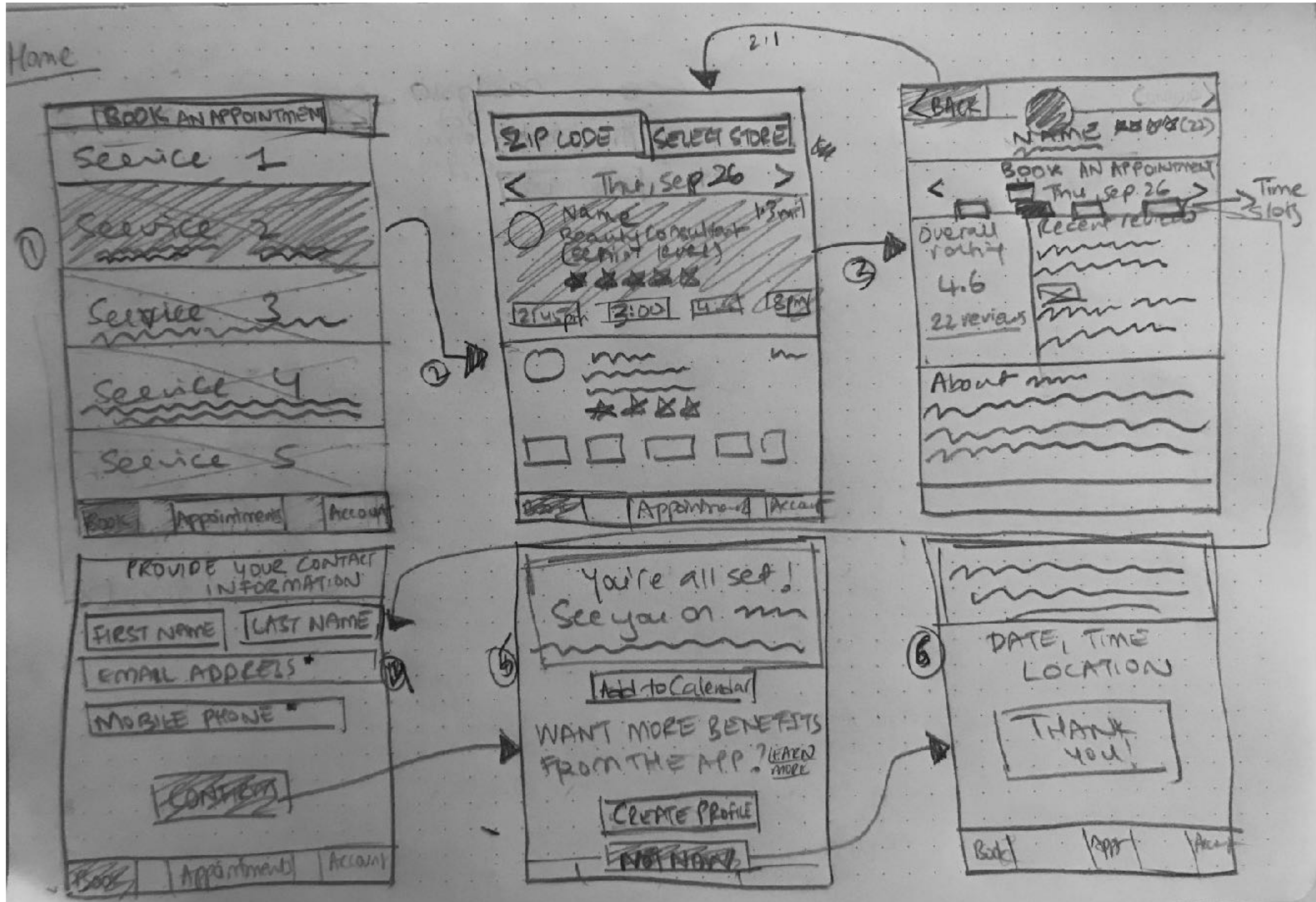
revised sitemap

HOME

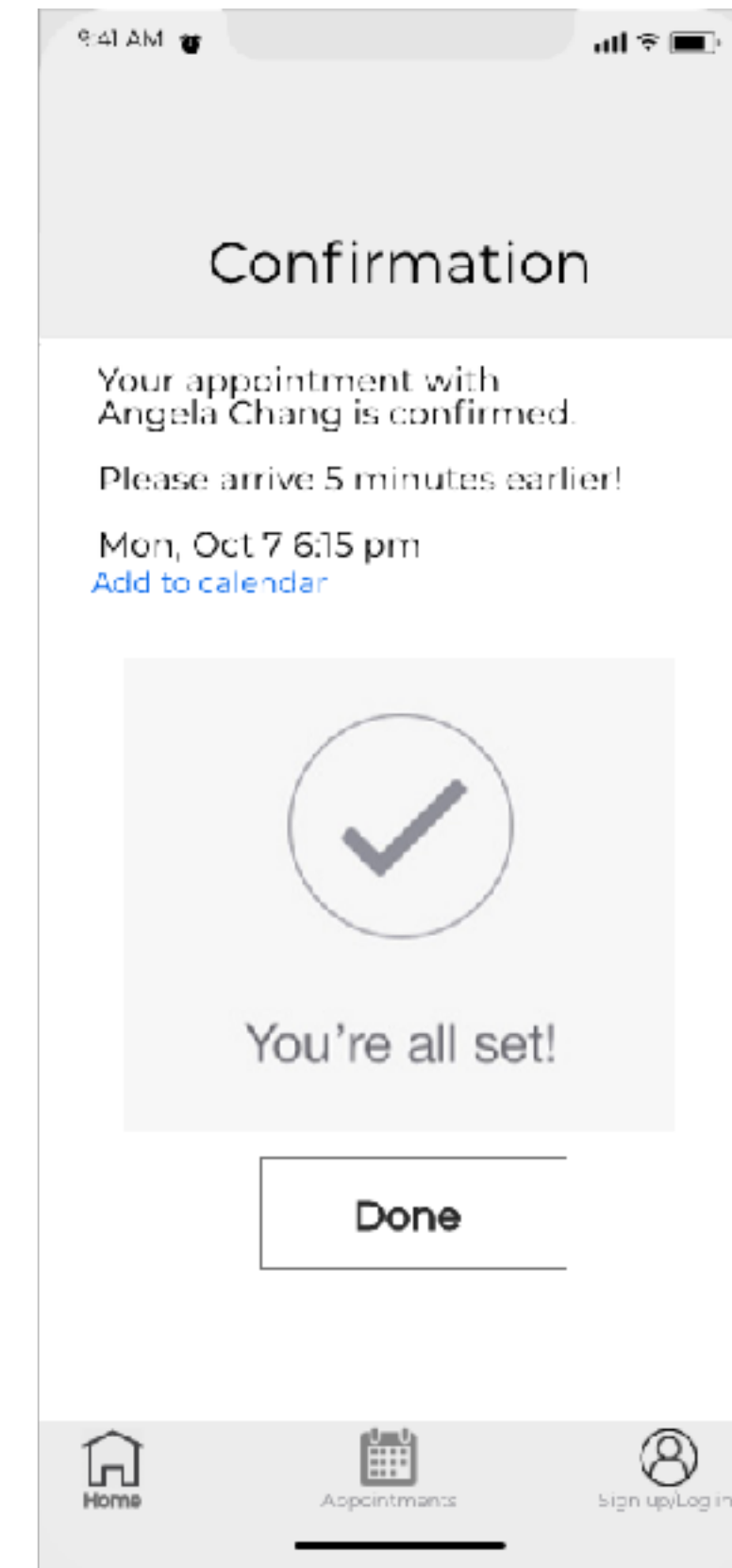
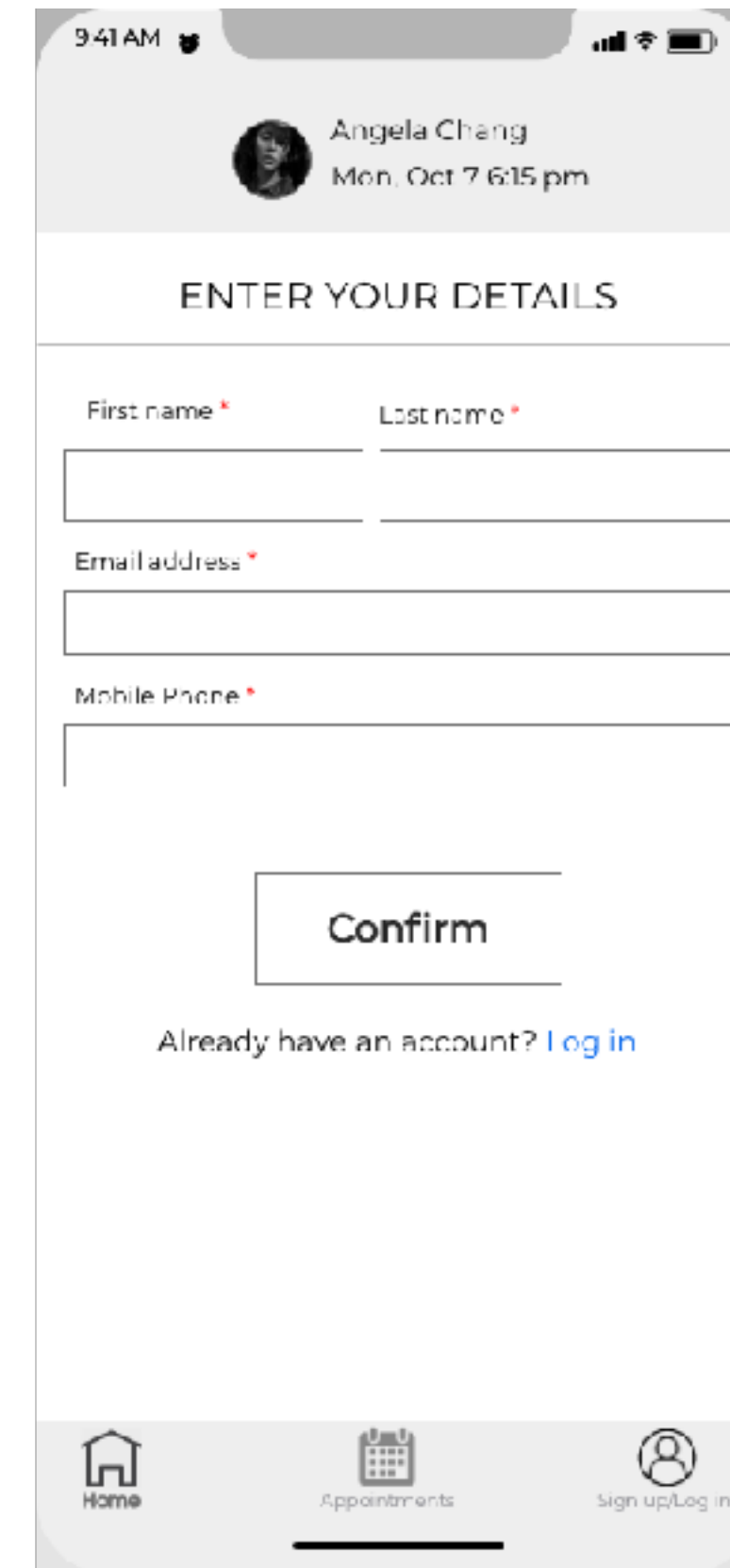
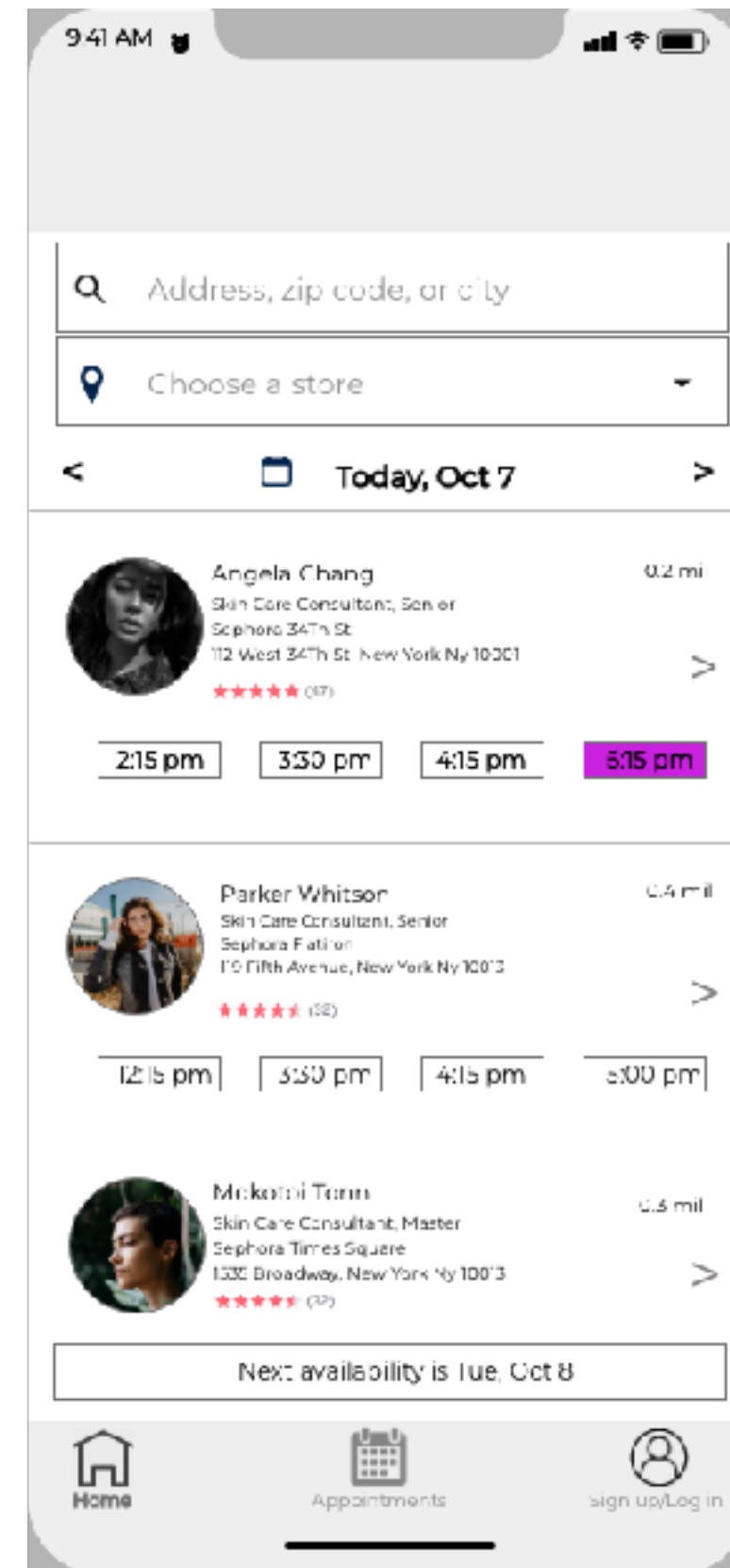
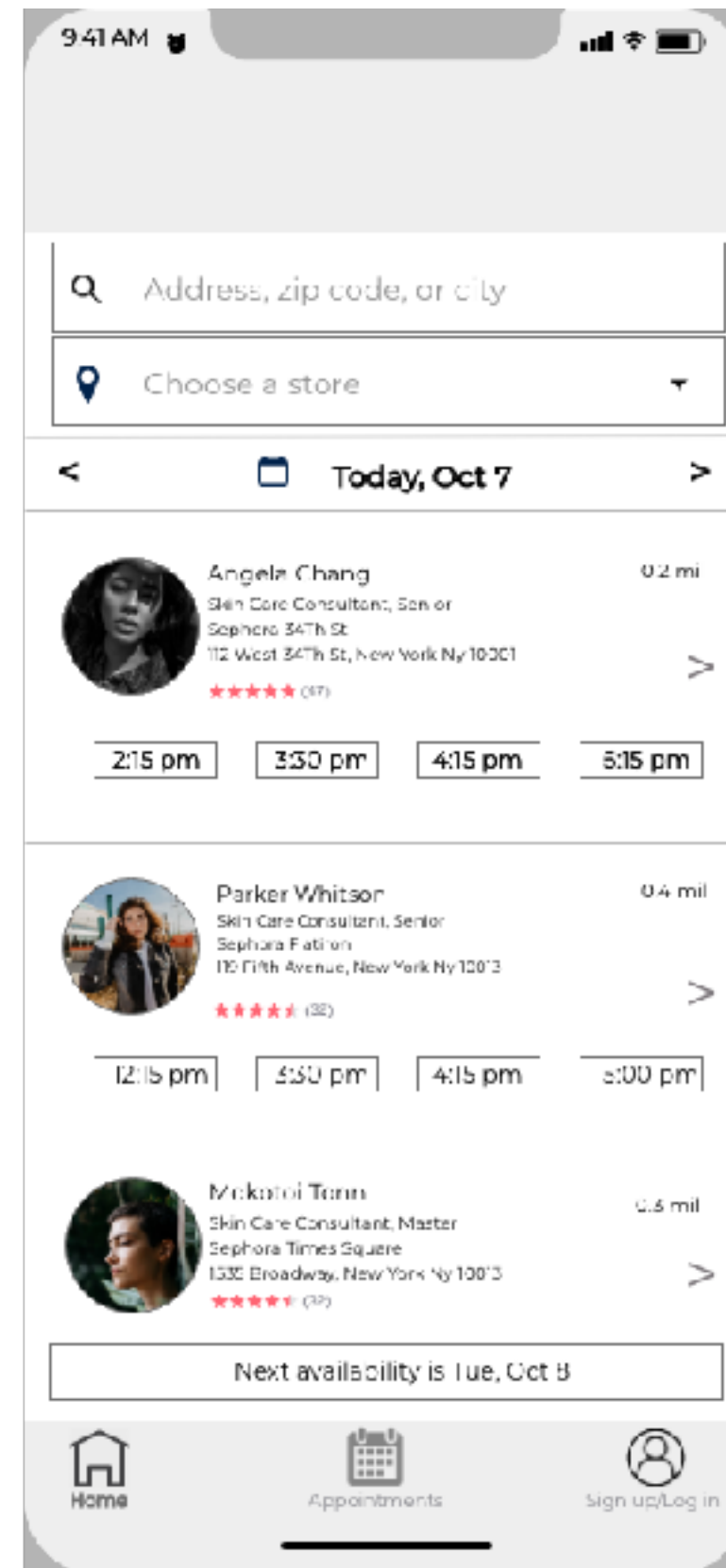
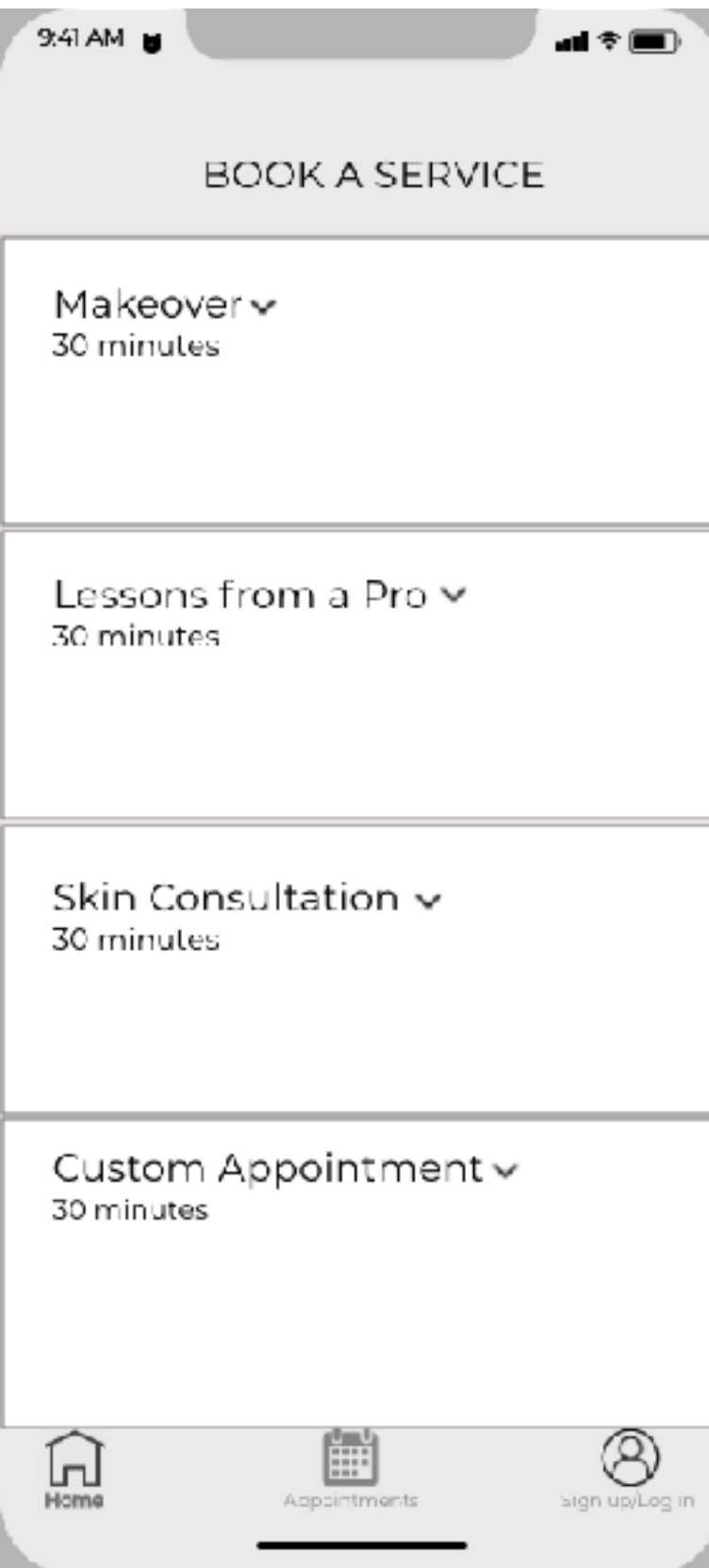
APPOINTMENTS

SIGNUP/LOGIN

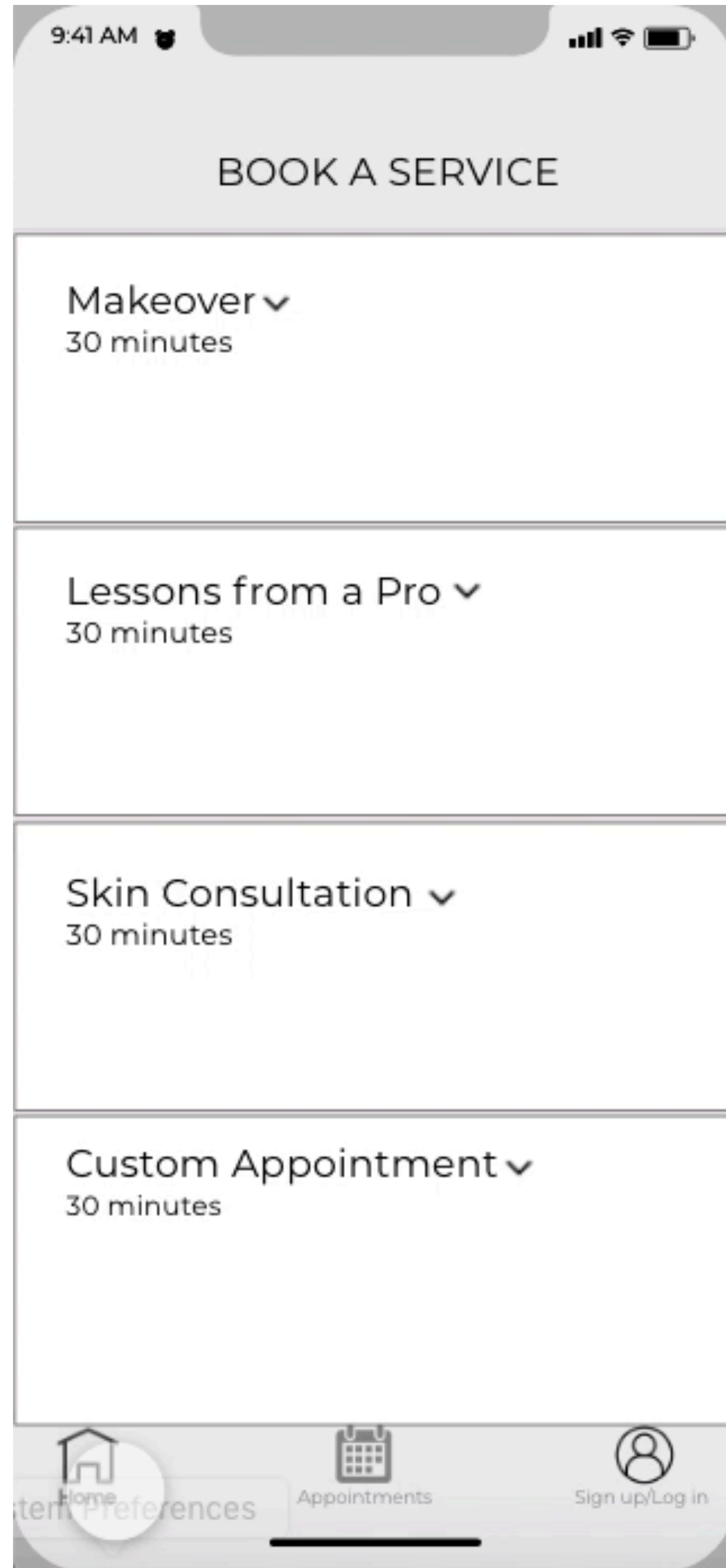
sketch



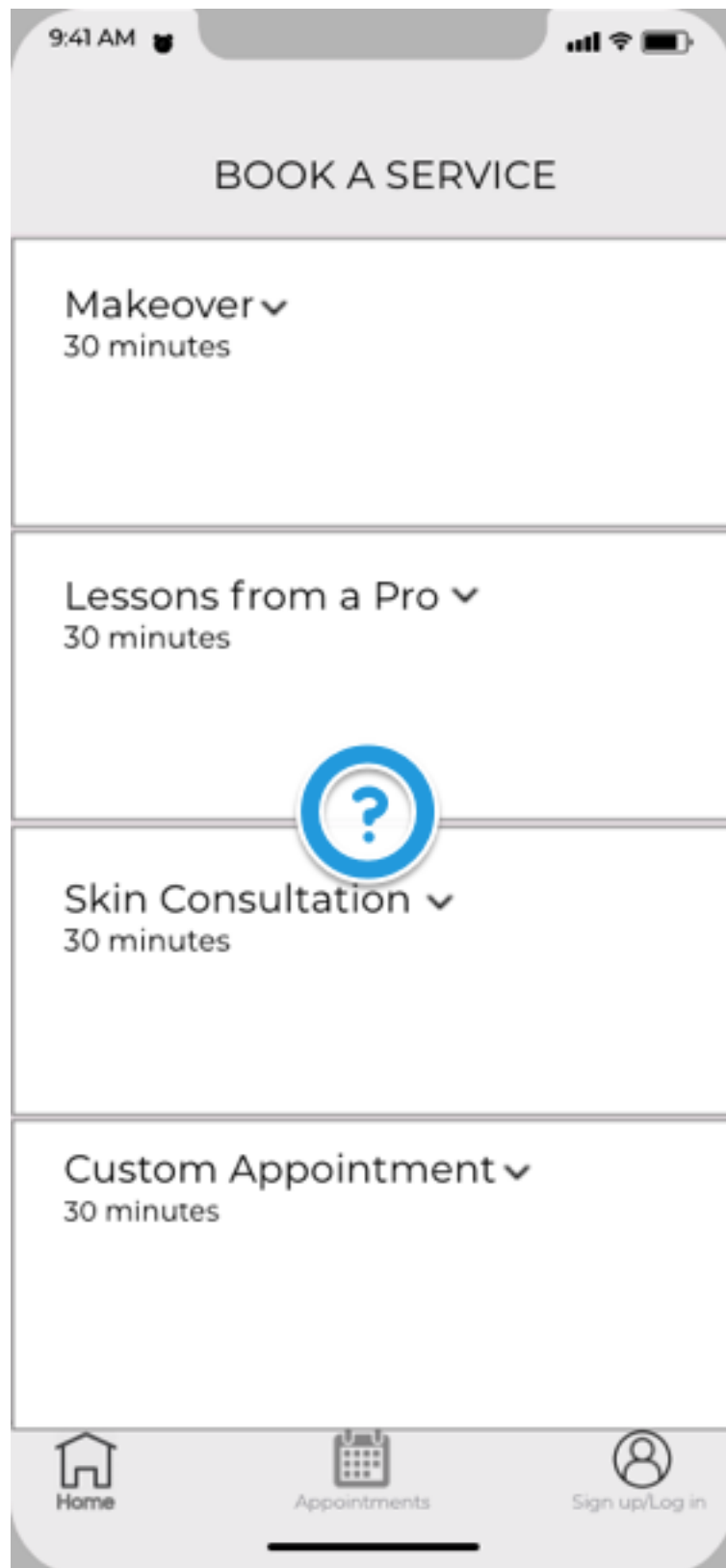
wireframes - key screens



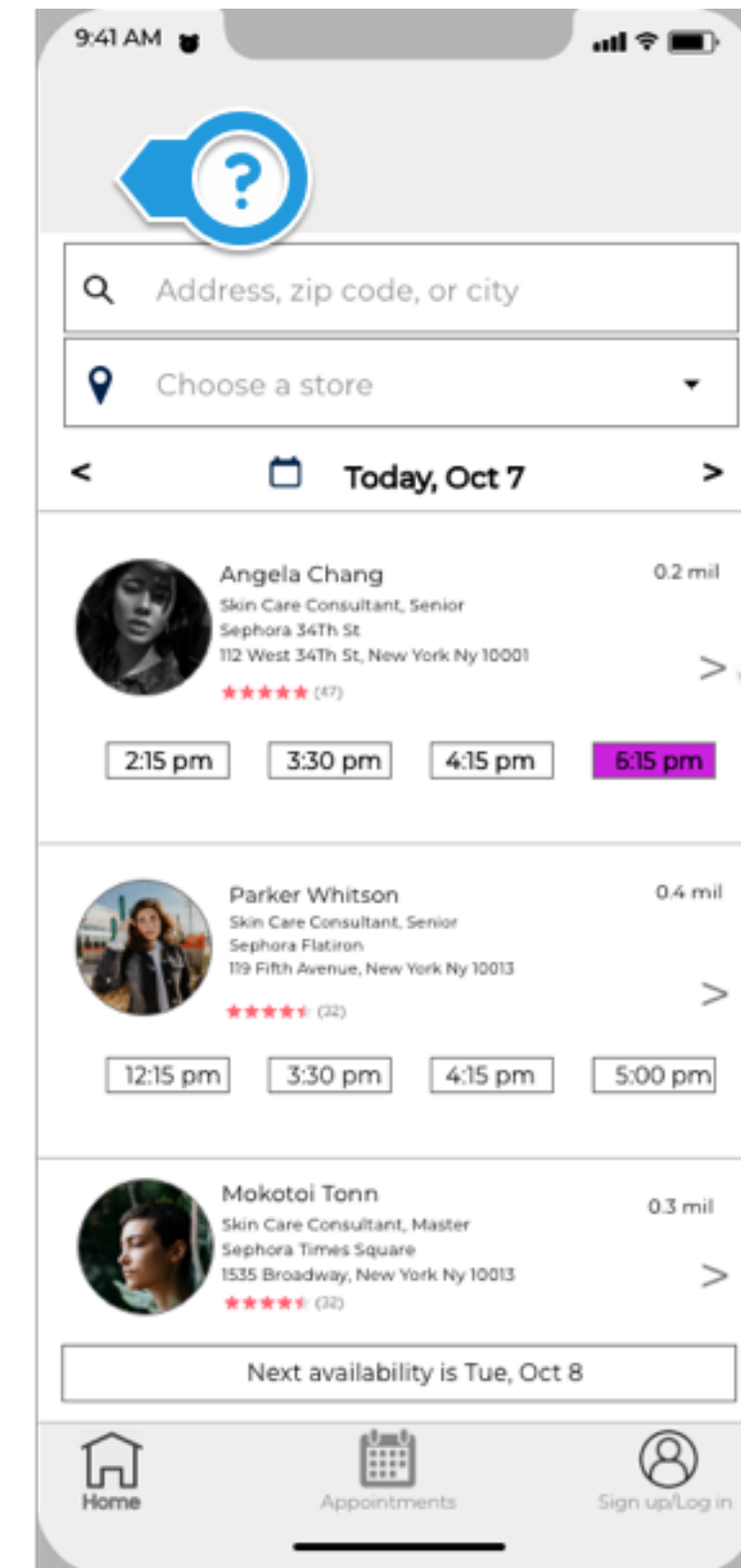
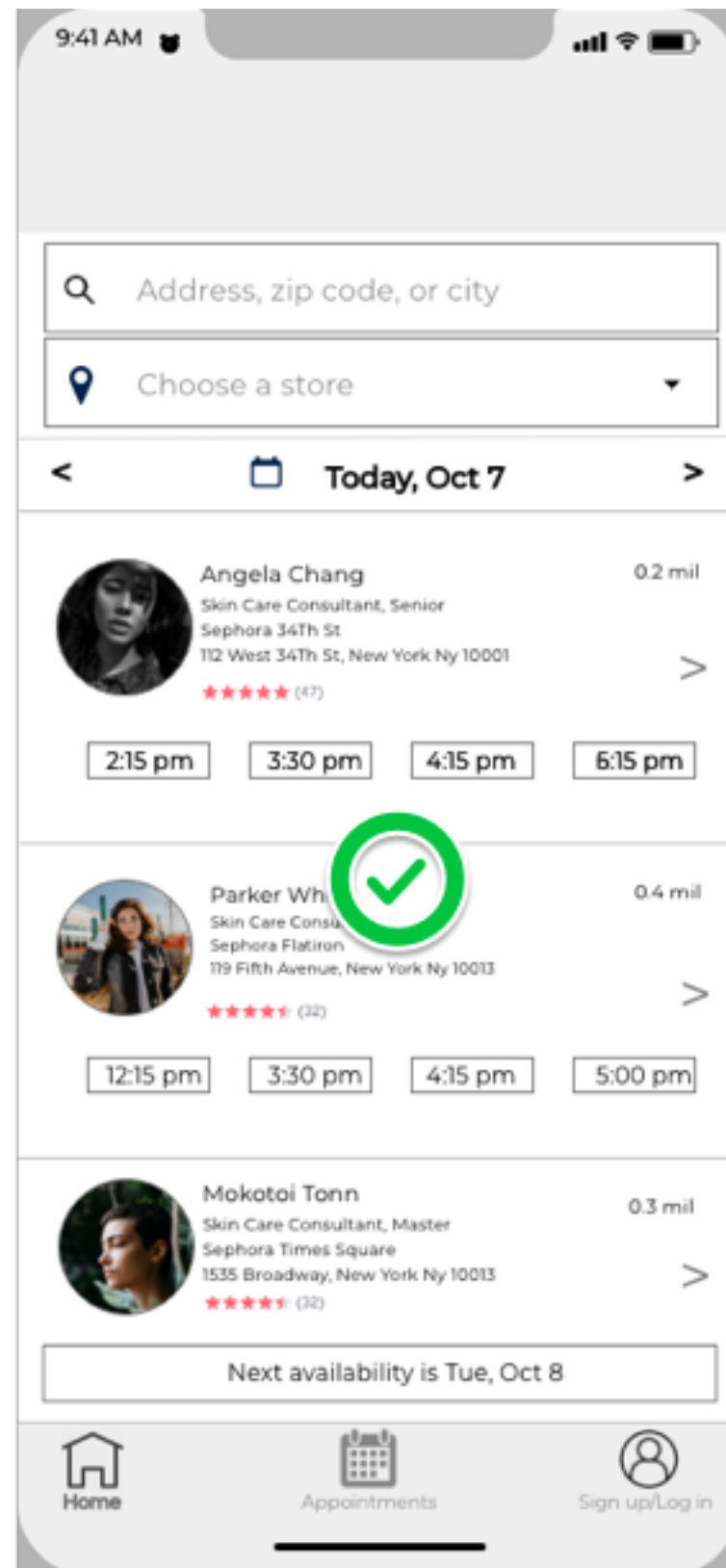
prototype



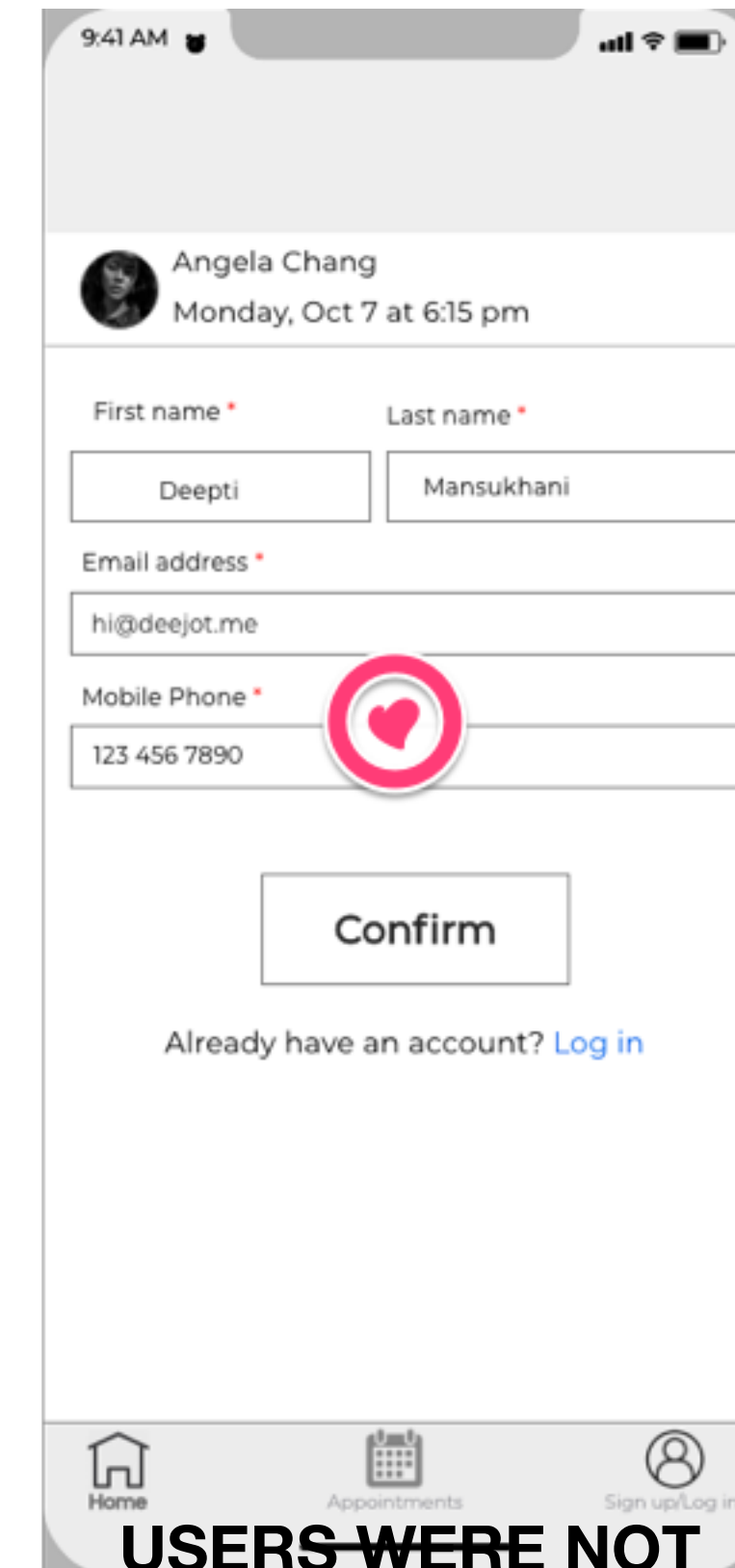
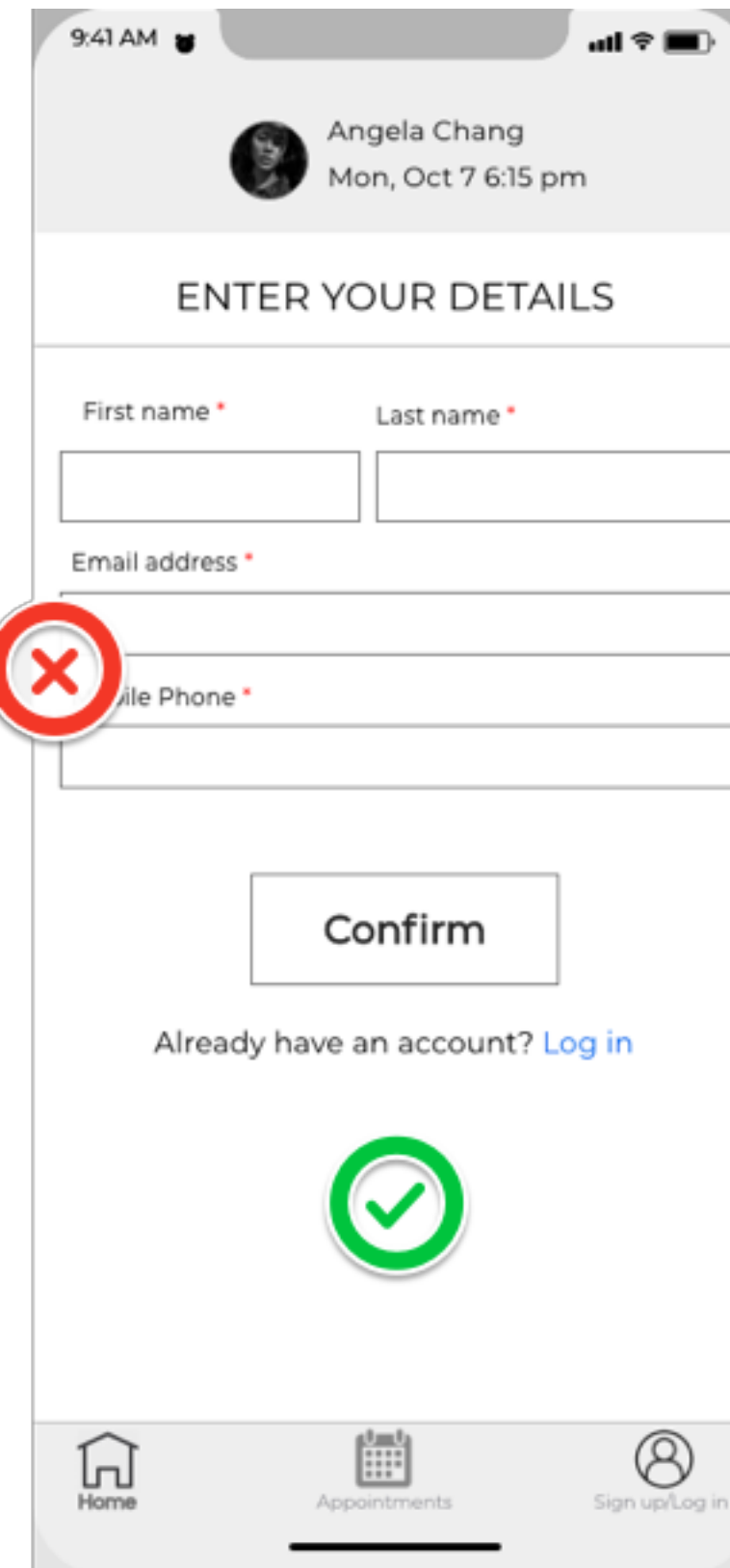
usability testing findings



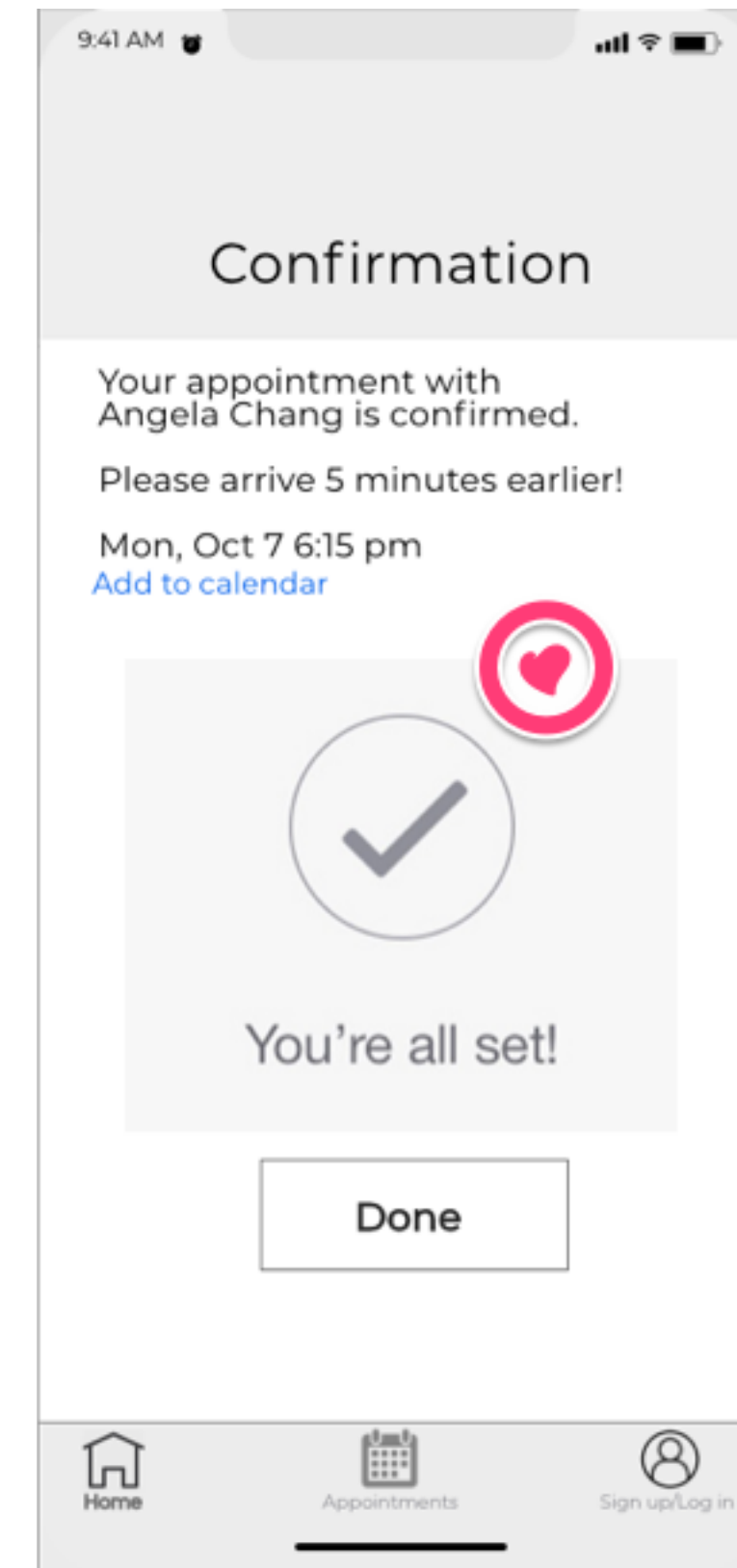
NEED DESCRIPTION OF SERVICES



**? NEED THE BACK BUTTON
X CONFUSING THE USER**



USERS WERE NOT SURE IF THIS WAS A FREE APP



next steps for the app

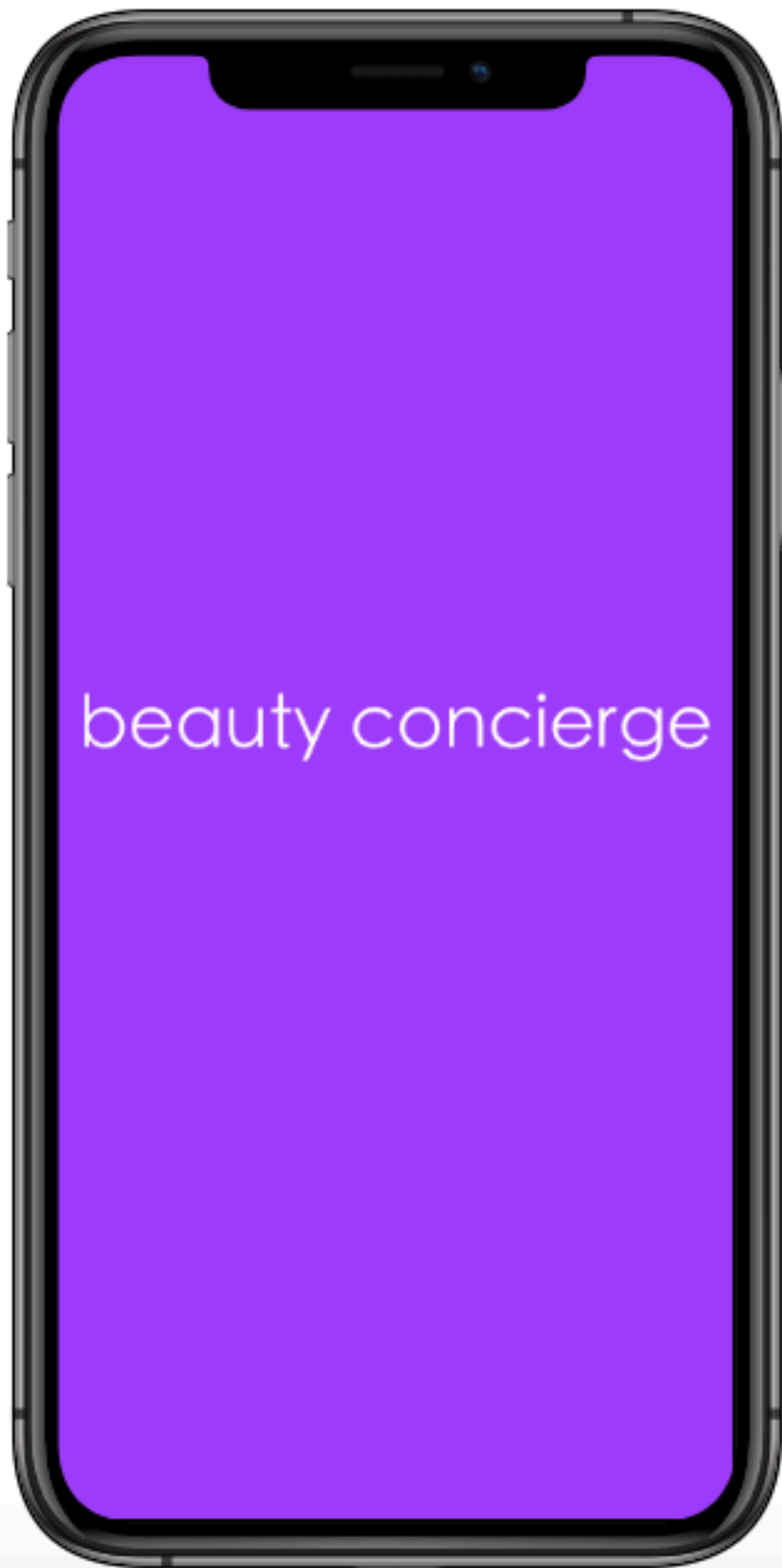
- revise wireframes
- monetizing strategies
- attract more users
- member based app (loyalty users)
- add in cool features (virtual reality)

the future

- Customization will continue to grow in products
- Sephora and Ulta expansion plans: buying to stay in the physical world.
- Consumer will have more control and opportunities to play, try, and learn before they buy.
- Millennials continue to dominate the beauty-buying space. One disappointment could lose a customer's trust for good.

learnings

- to understand why the user is facing a problem
- to understand why I'm suggesting a solution
- to connect the two
- testing is key
- getting feedback on ideas and design early on is helpful
- the flow of storytelling and making sense of it



thank you