

Besfren Beauty Redesign

My Role: UX Researcher | **Duration:** 2 Week | **Project Status:**

Ongoing

Project Overview

Besfren Beauty is a new and upcoming Korean beauty shop. They are fresh and unique which gives them a real chance at success. I believe they could be the ulta of Korean beauty someday but they were lacking in one department. Online shopping has become extremely important over the past few years. Shopping online is an everyday thing now for many people. Besfren beauty was lacking a way to shop and interact on their website. They lacked a theme and easy layout. My duty was to redesign the website and give users a good online shopping experience.

Scope of Work

During my time working on this website it was my duty to redesign the website as well as develop an easy shopping experience for my users.

After using the original site I decided to develop concepts that weren't

too far from the original product but still brand new and unique. I definitely wanted to give a modern and updated look to the new prototype.

Process

I initially decided to gather as much information as I could on our original website as well as the products. Eventually I went through with the card sorting process and gathered data based on how people sorted them. After completing that I created my Hmw, Problem statement, competitive & comparative analysis, Journey Map, Sketches, User Flow, and Sitemap. By gathering this information I was able to go through with testing and complete my prototype.

Problem Space Statement

Lisa needs a quick and easy way to navigate our website so she can purchase her gifts easily online.

How might we create a more personalized online shopping experience so we can reach our online users.

How might we develop a straightforward shopping process so our online shoppers can have a good experience

How might we change our website to suit our users needs so our users can feel just as comfortable shopping online as they do in person.

RESEARCH PHASE (Discover + Define)

Goal of Research

During this entire phase of collecting data my main goal was to gain information in order to develop a comfortable experience. I needed to find the ins and outs of my users. My goal was to collect enough data and to prove my problem statement true as well as see if there's anything that I might have missed.

Methodology

After careful consideration I decided to go through and do basic user testing on a hi fidelity version of my prototype. I selected 5 users and gave them a time frame and a certain amount of clicks to complete their tasks under. Each user needed to be able to login and buy a single item in order to successfully complete their task. I made sure to gather users that were familiar with online shopping.

List of Competitor

Explanation text

Competitor List	Competitor URL	Users/Downloads	Active Since	Cost	Feature
Ulta Beauty	URL A	28.0M	1990	1.0B	Menu , P item
Sephora	sephora.com	30.8M	1970	1.0B	Menu , P item
Soko Glam	sokoglam.com	678.3K	2012	\$15.0M - \$25.0M	Menu , P item
Style Korean	stylekorean.com	1.1M	2018	\$5.0M - \$10.0M	Menu , P item

Findings + Themes + Insights + Takeaways

After hours and hours of researching and testing I found that my initial problem statement was indeed true.

- Users needed an easy way to shop
- Users wanted a modern design to fit the brand
- Users needed a simple way to login and checkout

 Lisa Johnson Lisa forgot her best friends birthday and needs a gift that she knows her best friend would love. Expectations • Gift meets price range • Gift wrapping options • Fast check out process			
Search	Compare	Research	Check Out
1. Search possible Gifts 2. Find sales 3. Get recommendations	1. Compare recommended products 2. check pricing of products on sale 3. check out shipping process	1. look into sales and possible rewards 2. check out gifting options	1. Sign in or click quick pay 2. put in informtaion if not signed in 3. Select gifting option 4. pay ad have reciept sent to email.

Journey Map (Day in a life view of target audience — why it's helpful)

My Journey map was based on the average everyday user looking for a gift to give their best friend. I notice that they would usually go through this phase of searching, signing in, getting rewards and checking out. This insight helped me understand my target audience and humanize their experiences as a shopper.



Revised Problem Statement (Our new focus coming out of research)

INSIGHT: I found out my initial problem statement was pretty true and that my users also needed a modern, easy and quick way to shop.

Journey Map: My map was based solely on users that are looking for a simple way to shop for gifts and for themselves.

PROBLEM: I found that a lot of users didn't use the search bar as much as I would have expected.

GOAL:My original goal was to prove my problem statement correct but in the end I ended up gathering more information about our users personal shopping experience.

RESEARCH » DESIGN

Searching » Search bar created and categories for specific items

Shopping» cart feature and check out

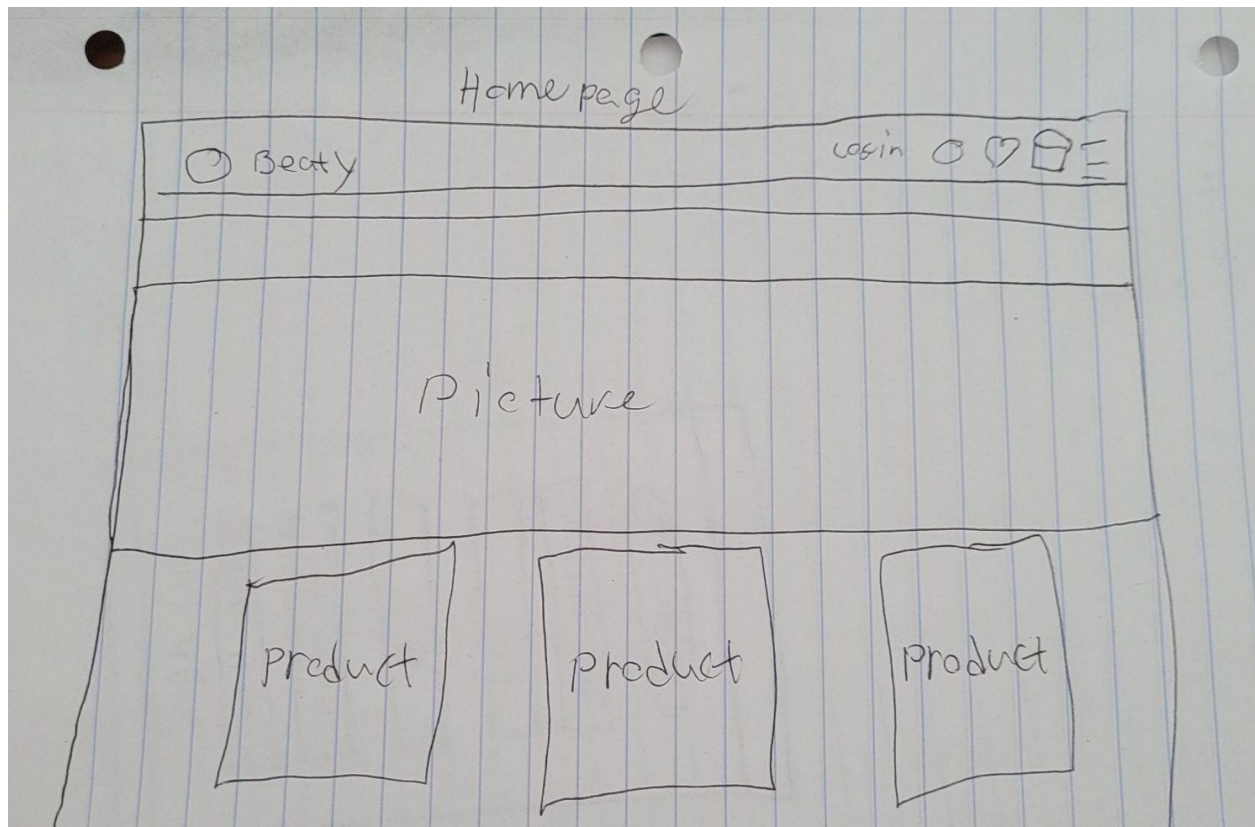
Account» Login setup

DESIGN PHASE (Design + Deliver)

MVP Reveal (Speak to what the concept is, supported by research)

I noticed that the most valuable thing about my redesign was the checkout feature that allowed you to wrap your purchase in gift wrapping paper. My journey map was solely based on my target user which was the gifter. These people typically need to buy something as

a gift quickly and easily. Allowing users to check out quickly and wrap their item saves so much time for them.



Design Studio: Sketching + Concepting (Describe early ideation)

Developing and redesigning the layout of this website was my favorite part of this process. I came up with a new and fresh color palette to go with the theme of the website as well as the company. I was able to

create a simple homepage that allows you to browse new products even before you login.

Findings + Themes + Insights + Takeaways

I noticed that by designing the home layout to be so colorful and full of products It gave the website life.

Mid-fidelity Screens (Wireframes — describe evolution of concept)

I eventually developed a basic mobile concept for my website. I created it to give people an idea of the possibility of shopping from your phone. This concept was simple and resembled the original website very well. I developed it that way so users can easily transfer between mobile and laptop.

Findings + Themes + Insights + Takeaways

I found that by creating an easily transferable web concept it made developing a mobile version easier.

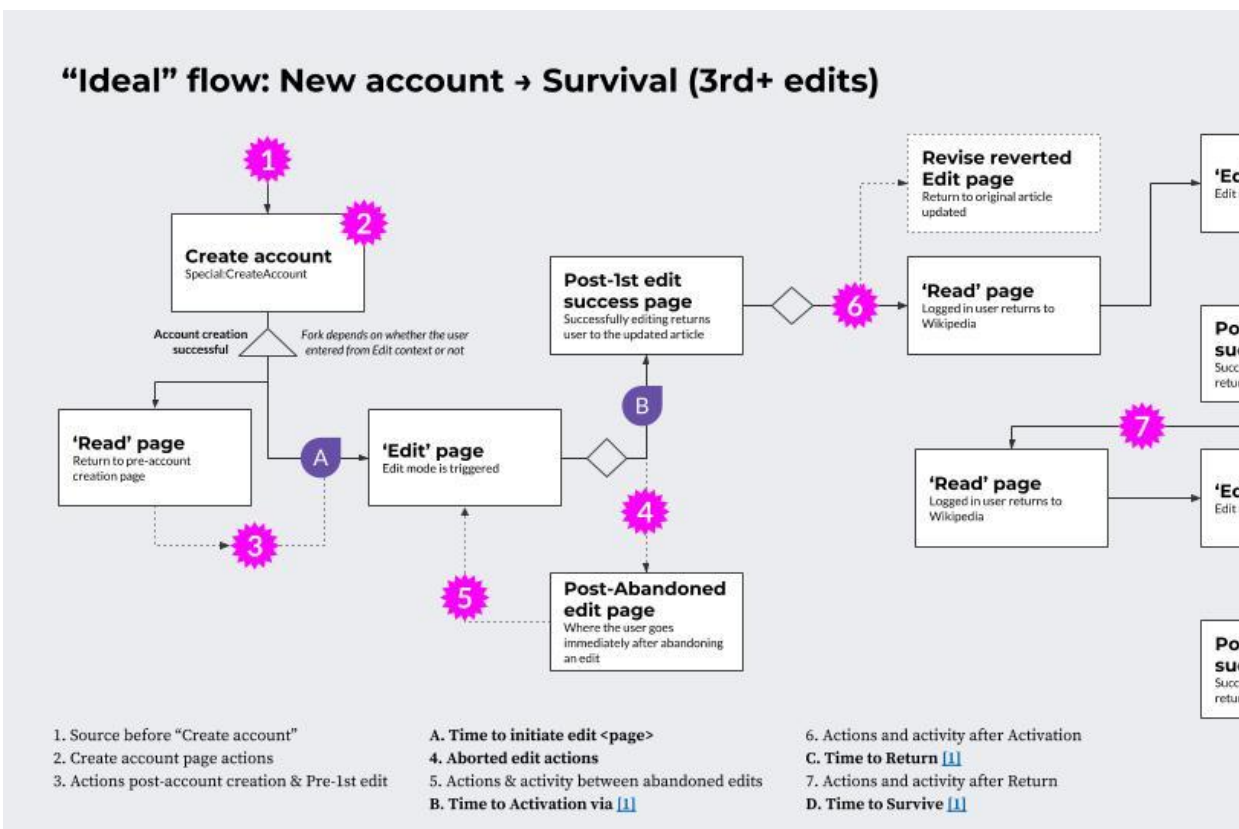


User Testing

Once I completed my design I rounded up 5 users to test the completed website. Each user was able to complete their task in under 3 minutes and I had a low level of misclicks. I noticed the only time I had misclicks was when my users needed to login. Most of My users were able to navigate through it relatively easily. I was able to collect this data into qualitative and quantitative. Each user at the end did say they enjoyed the process and felt as if it was quite easy.

Findings + Themes + Insights + Takeaways

My layout was easy to navigate but the login process could have been made a little easier.



User Flow

I never realized how helpful having a user flow could be until this project. After completing my user flow I was able to understand what

my check out process should look like for my users. It gave me a map to how my user testing should go and what my prototypes results should reflect.

Findings + Themes + Insights + Takeaways

Userflows assist you in developing proper prototypes by allowing you to map out the process

Sitemap

Creating a sitemap for this project helped me understand how to categorize my website. It gave me a better idea of what my site should look like and how I can develop it to give users a better experience. My site map categories helped me put my ideas on paper so I wouldn't mess anything up within my prototype.

Findings + Themes + Insights + Takeaways

Laying out the sitemap properly can give you a better Idea of how your website should look.

Overall Findings + Themes + Insights + Takeaways

- *The design of the layout I created gave my users a refreshing look on things.*

- *colors and themes can heavily affect how a user feels about your sight.*

- *Each user completes tasks in their own way and may not use certain things for what they are intended for.*

Final Prototype



Click photo above for prototype link.

Recommendations + Implementation + Next Steps

I believe that by creating a review system within the website and an area for users to directly connect with help. We can push the besfren beauty website further. I would also create a rewards system for users that are logged in so they would want to keep building their profile and personalize their experience.