

MKUP

Product Specification

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Doc Owner/Designer: Rehan

Status: Scoping / UXR / **Design** / Eng / Launched

Summary

Inspired by one of my friends who is in the beauty industry. She owns a beauty brand and currently only has a website. There seems to be a negative correlation between people owning a clothing business and owning a clothing application. Which is why I decided to make a mockup brand and see what a potential beauty application would look like.

Problem

Customers come in all different shapes and sizes which is why you provide various clothing sizes. Similarly, users have all sorts of devices ranging from laptops to phones which is why it's important to cater to the majority.

Having an option for users to purchase beauty products on a website as well as a phone would boost sales and allow for flexibility when viewing the products.

Goal

User Goal: Increase sales, engagement on the platform, highlight trending products on the home page.

Metric

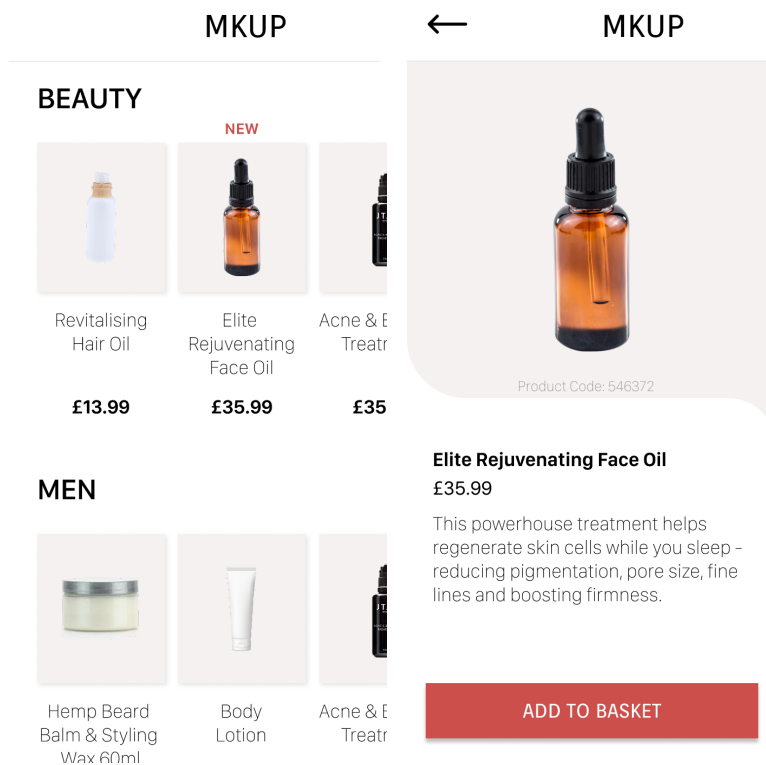
Increase in customer reviews, increase in sales.

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Design Solution



The horizontal scroll allowed me to add multiple products within the different categories.

Furthermore, using the grid layout helped achieve this minimalistic view whilst displaying all the critical information about the product (image, name and the price).

Rolling Notes

In conclusion, I believe I have designed an application which meets the specification required. In order to identify whether I have met the goals set, I would have to trial the app to see whether I receive positive reviews as well as purchases of the products via the application.