

MARY KAY

the**look**

Who is our client?

Mary Kay Ash was an original. As an entrepreneur and a philanthropist, she started her business from a tiny store in Dallas, Texas, with five products and one big dream. That dream was to inspire women to transform their lives, and in doing so, help other women achieve success.

Today, with 3.5 million Independent Beauty Consultants, Mary Kay offers more than 200 premium products in more than 35 countries around the world. For more than 50 years, Mary Kay has helped women discover products that they love: innovative skin care, irresistible makeup and unforgettable fragrances. At the same time, the Mary Kay business opportunity has helped women from Kansas to Kazakhstan discover extra income, empowered choices and true beauty from the inside out.

Mary Kay also touches hearts through a powerful legacy of giving back to the global community – all thanks to one amazing woman who turned her passion for beautiful lives into a one-of-a-kind success story.



<https://www.marykay.com/en-us/about-mary-kay/company-and-founder>

Who is our client?

Why did we choose this client?

Mary Kay is company for entrepreneurs, with millions of Beauty Consultants and the growing world of technology. Mary Kay doesn't have an app to help their consultants' customers. Consultants have an app to monitor their sales, however not an app that allows their customers to place orders.

What type of mobile experience?

We plan to create an app in similar fashion to the beauty consultant app, this app would allow Mary Kay to eliminate their e-catalog app. Having this app would not only allow customers to order from their consultant's websites, it allows customers to order from their mobile phones in a more protected way that will keep track of their past orders and notify them of new catalogs and consultant sent 'e-cards', which in turn could improve the sales of their beauty consultant.

Content Strategy

Our plan for the MK (Mary Kay) application is to create an option that allows MK beauty consultants to give their customers a secure easy mobile application to order their favorite products, view the latest catalogs for new products. Allowing customers to save credit cards for quick easy purchases while on the go.

All the features we plan on including are taken directly from the Mary Kay desktop site, we've included features that would give the user the best experience when using the Mary Kay app.

The screenshot displays the Mary Kay website interface. At the top, the navigation bar includes the Mary Kay logo, links for 'Sign In', 'About Mary Kay', 'Satisfaction Guarantee', and 'español', along with a search icon. Below the navigation bar, there are links for 'SHOP', 'TIPS & TRENDS', 'MK PARTIES', 'SELL MARY KAY', 'MY MK', and 'CATALOG'. On the right side of the navigation bar, it identifies the user as 'INDEPENDENT BEAUTY CONSULTANT ELENA KRIVORUCHKO' and shows a shopping bag with '0 item(s)'. The main content area features a large banner for 'Beauty Industry First' with the product 'NEW! TimeWise® Vitamin C Activating Squares™'. Below the banner, there is a left arrow and a 'SEE AMAZING BENEFITS' link. The banner image shows a white box of the product next to a glass containing three oranges. Below the banner is a consultant profile for 'Elena Krivoruchko', an 'INDEPENDENT BEAUTY CONSULTANT'. It includes a 'Send Me A Message' button with the phone number '(253) 332-6568' and a profile picture. Underneath the profile is an 'About Me' section with a short bio and links for 'Learn More About Me' and 'Refer a Friend'. To the right of the profile is a 'Featured Products' section with a 'view all' link. It lists two products: 'TimeWise Repair® Volu-Firm® Set' priced at '\$205.00' and 'Mary Kay® Oil-Free Eye Makeup Remover' priced at '\$15.00'. At the bottom of the page, there are three smaller product advertisements: 'TimeWise Repair® Volu-firm® Set' with a 'LEARN MORE' link, 'TimeWise® Miracle Set®' with a 'Discover It Now' link, and 'Be a Sun-Smart Beauty.' with a 'Learn How' link.

Content Strategy

Main Content to Include:

Shop Products

Search

Tips and Trends

New Feeds

Shopping Bag

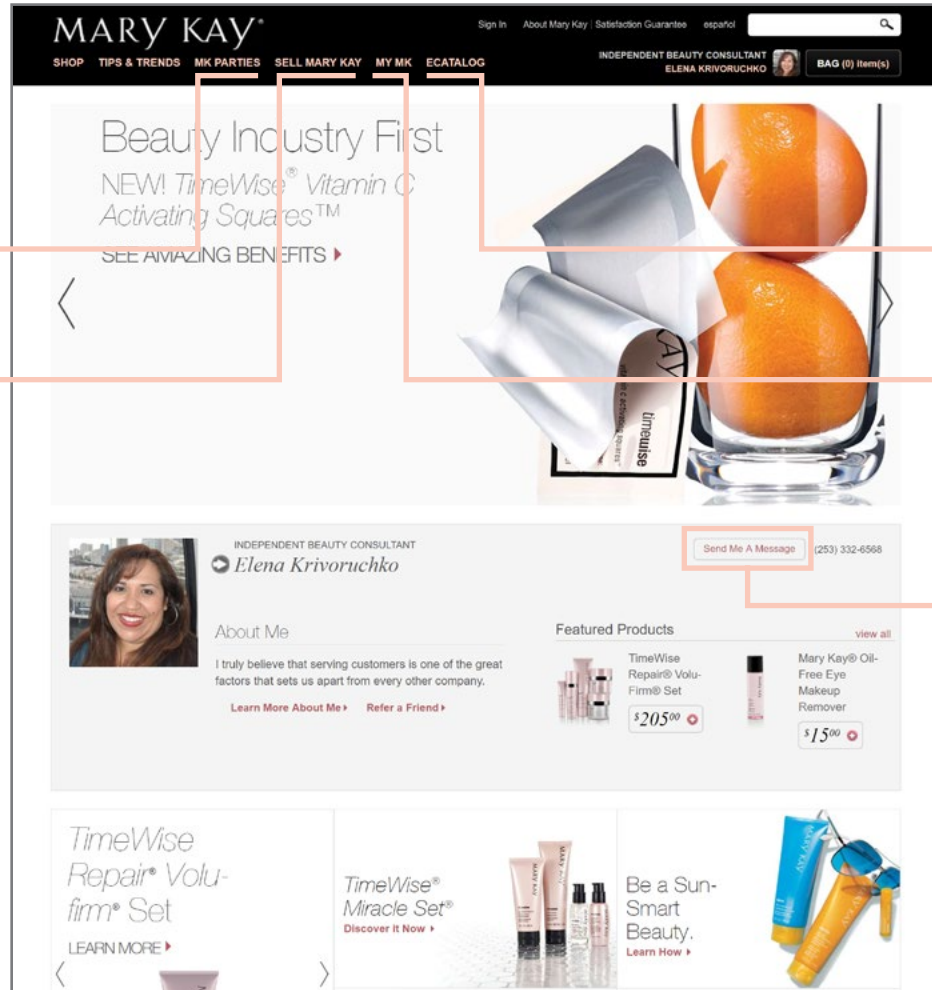
The screenshot shows the Mary Kay website interface. At the top is a navigation bar with the Mary Kay logo, links for 'Sign In', 'About Mary Kay', 'Satisfaction Guarantee', and 'español'. A search bar is located on the right side of the navigation bar. Below the navigation bar are several menu items: 'SHOP', 'TIPS & TRENDS', 'MK PARTIES', 'SELL MARY KAY', 'MY MK', and 'ECATALOG'. On the right side of the navigation bar, it says 'INDEPENDENT BEAUTY CONSULTANT ELENA KRIVORUCHKO' and 'BAG (0) Item(s)'. The main content area features a large banner for 'Beauty Industry First' with the text 'NEW! TimeWise® Vitamin C Activating Squares™' and a link 'SEE AMAZING BENEFITS ▶'. Below the banner is a profile for 'Elena Krivoruchko', an Independent Beauty Consultant, with a 'Send Me A Message' button and a phone number '(253) 332-6561'. The profile includes an 'About Me' section and a 'Featured Products' section with two items: 'TimeWise Repair® Volu-Firm® Set' for \$205.00 and 'Mary Kay® Oil-Free Eye Makeup Remover' for \$15.00. At the bottom, there are three smaller product tiles: 'TimeWise Repair® Volu-firm® Set', 'TimeWise® Miracle Set®', and 'Be a Sun-Smart Beauty.'.

Content Strategy

Secondary Content Included:

Host a Party

Become a Beauty Consultant



ECatalog

MyMK

Contact Your Beauty Consultant

Competitive Analysis

Competitor #1 – Sephora

Options to sign up, log in and simply explore as a guest within the app – especially handy for those that don't shop often and aren't interested in being a member but are interested in their products.

This product has three main categories on their main screen – Home | Shop | Stores. Overall the Sephora app is easy to use, with quick transitions, loads fast and does what the overall app intends – allowing users to see the Sephora products.

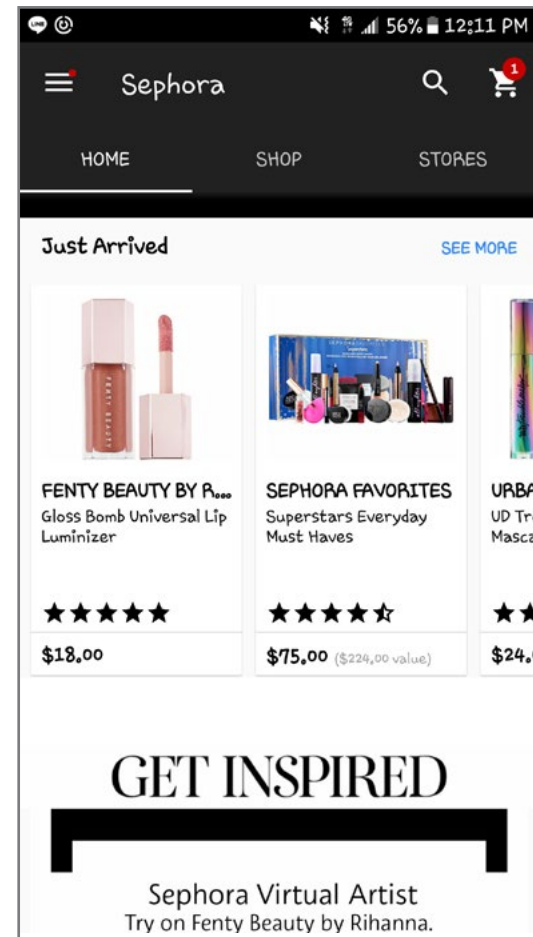
- Clean
- Easy to use
- Fast

Features

- Shop Sephora products
- Shop as a member or guest
- Search for stores near you

Features to Adopt

- Simplicity
- Hamburger menu



Competitive Analysis

Competitor #2 – Jamberry

The Jamberry App is basically a mobile site tailored into an app. The app loads slowly compared to the Sephora app. Jamberry has a similar layout in some areas, like the way their products are laid out on the page. Jamberry uses a similar but more readable font compared to Sephora for their headings throughout the app. Overall this app could definitely be improved, users would have an easier time going onto the desktop site to place an order than through the Jamberry app.

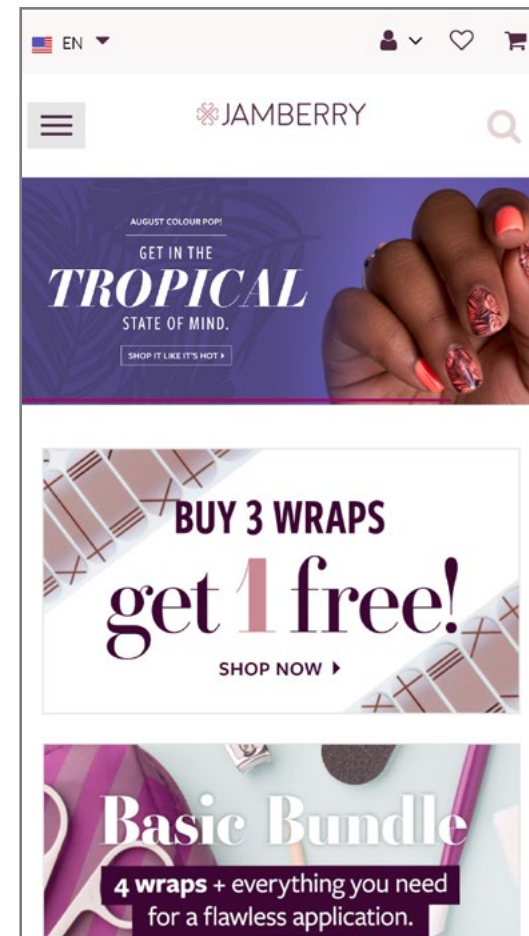
- Clean
- Readable

Features

- Shop Jamberry products
- Shop through a consultant

Features to Adopt

- Clean Layout
- News feed style



Competitive Analysis



Competitor #3 – Cute by Wish

Cute is similar to the way Pinterest works. Giving the user various pictures of products of all things Beauty. Cute is an app that shows users products at ridiculous prices - \$1 -96%, \$1 -92%. Everything is labeled with the sale price and how much it's off the original price. There are no filters to base the products shown except for the color choices and the ratings it's received. This is an app is tailored for users wanting to save money on beauty products. However, users need to act fast if they see something they like because it might not be there in the next hour, 30 minutes, 15 minutes...

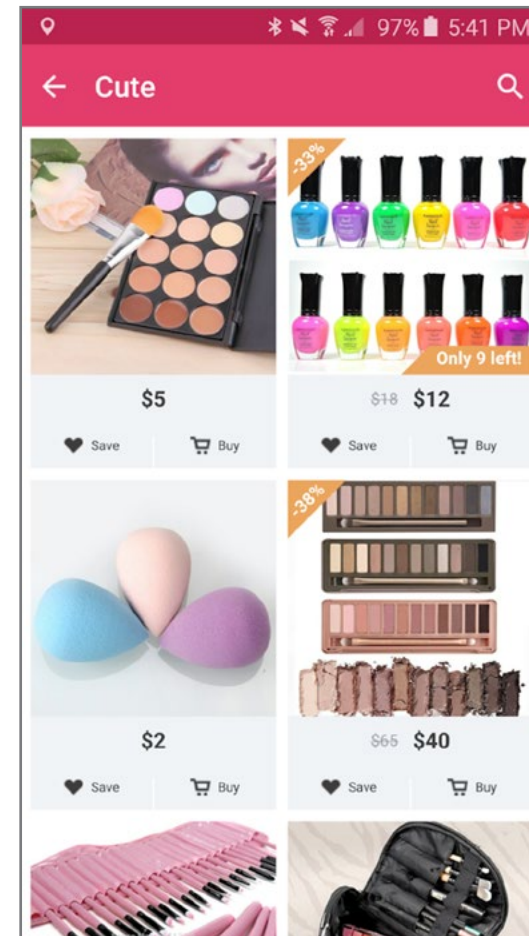
- Clean
- Easy to use
- Fast

Features

- Shop discount prices
- Multiple ways to sign up

Features to Adopt

- Product List
- Hamburger menu



Personas



Kayla Locke

Age: 18

Location: Seattle, WA

Occupation: Full time student

Kayla has recently moved to Seattle for college to obtain her fashion degree at the Art Institute of Seattle. Kayla loves Mary Kay products. Unfortunately, now that she's an adult and moved out her mother won't pay for her makeup anymore. The only way Kayla can order through her and her mom's favorite consultant is online, and with the new Mary Kay customer app, she's able to order all her favorite products when she's running low and have them delivered fast.



Dylan Crahart

Age: 25

Location: Los Angeles, CA

Occupation: Marketing Director

Dylan's girlfriend recently got him hooked on using Mary Kay Men's products. His girlfriend has recently gotten annoyed that he keeps bugging her to buy him more products and is forcing him to do it himself. Dylan doesn't want his friends to see him ordering on a computer due to the pink, so having the app allows him to order on his mobile phone and also allows him to change the app from pink to blue to fool his friends.



Silvia Galicia

Age: 35

Location: Albany, NY

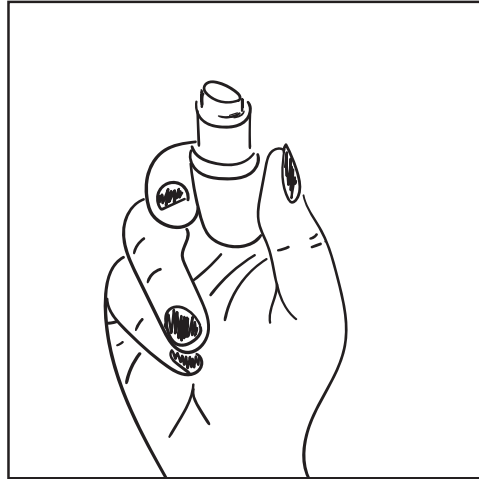
Occupation: Stay at home mom

Busy with three kids. Silvia doesn't always have time to go out to Sephora or even the drug store for beauty products. However doesn't always have time to sit down at the computer to order online either. Silvia's best friend just started selling Mary Kay and has introduced her to the new mobile app that's quick and easy to use. Allowing Silvia to buy products and request samples when she's on the go buying groceries or at one of her family's millions of schools events.

User Scenario



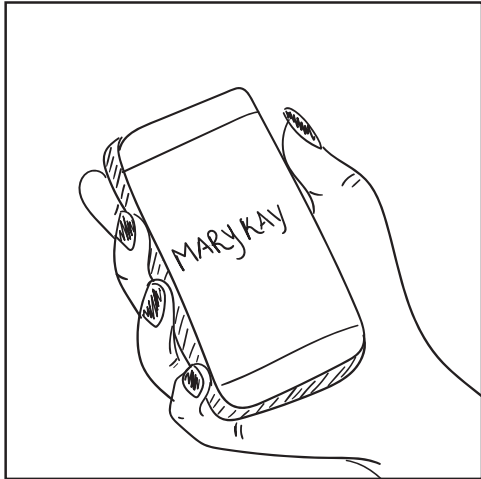
This is Silvia, she's currently waiting in line at the grocery store.



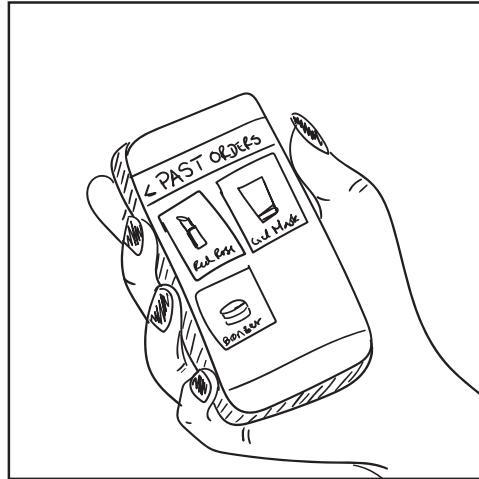
While she waits she decides to put on her favorite lipstick.



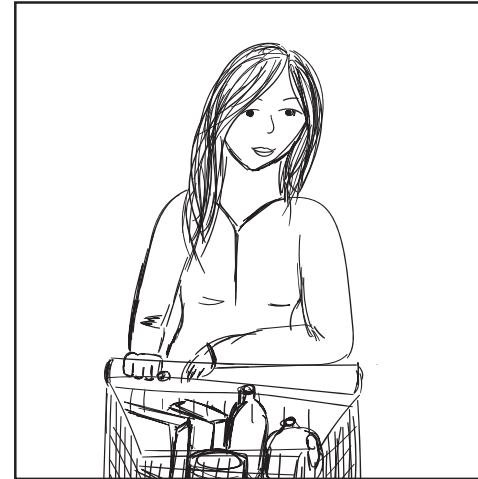
She finds her lipstick is almost out.



Silvia opens her Mary Kay customer app.



She goes to her past orders and finds her same lipstick and places an order.



Just in time to finish at the checkout. One less thing to worry about for this mom.

This user scenario serves as a solution to a common problem for Mary Kay customers.

The need to allow Mary Kay customers to be able to order their favorite products regardless of where they are.

Style Guide

Fonts :

Bodoni MT

Helvetica Neue

Verdana

Colors:



#FBC9BA

#B25D64

#000000



Style Guide - MK Men

Fonts :

Bodoni MT

Helvetica Neue

Verdana

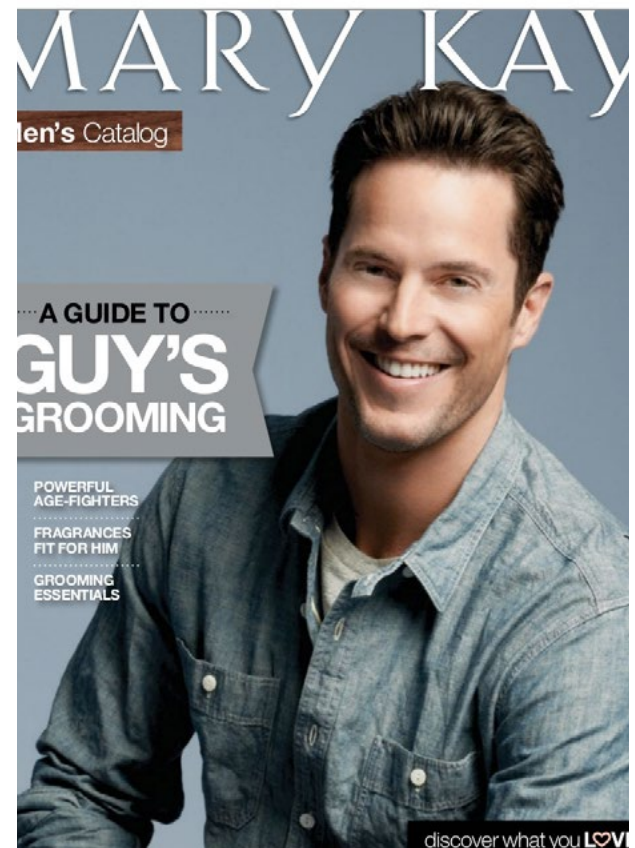
Colors:



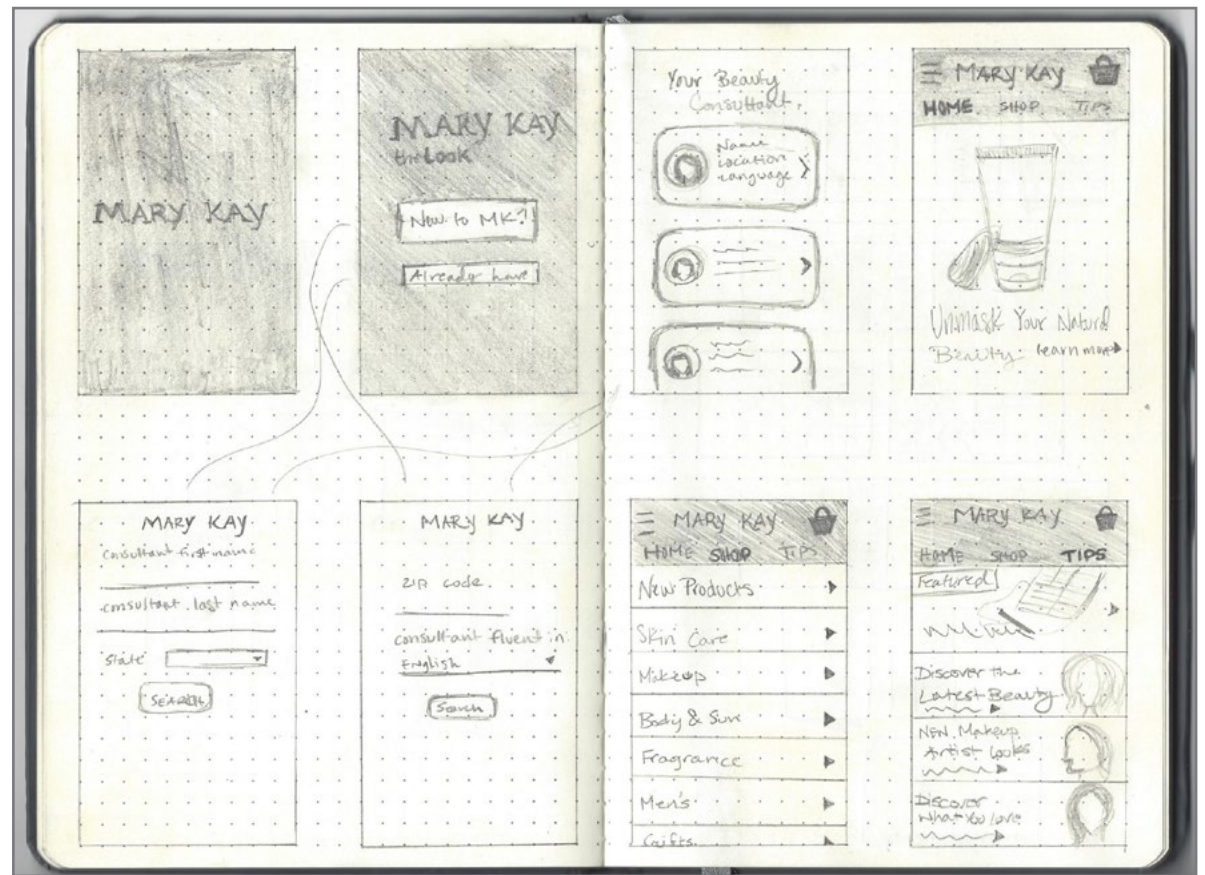
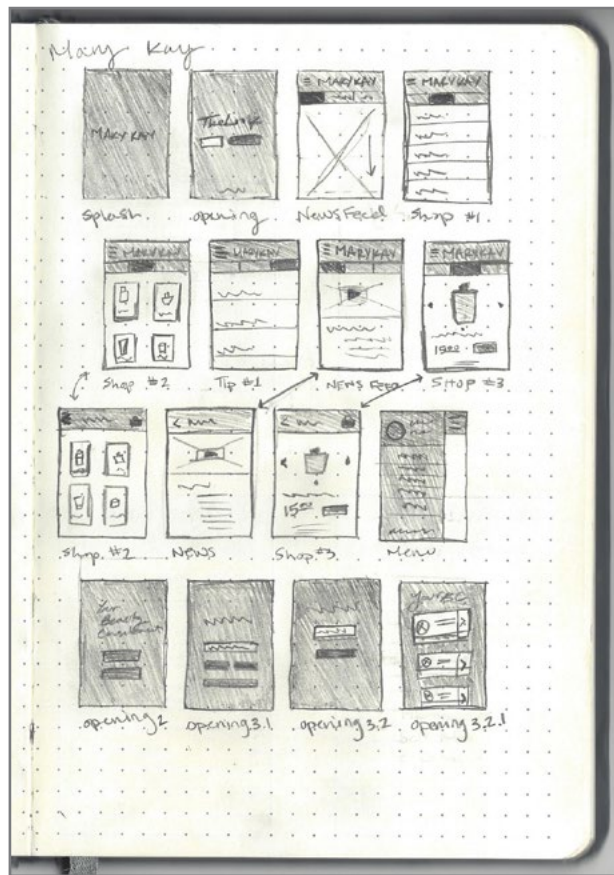
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#00529C

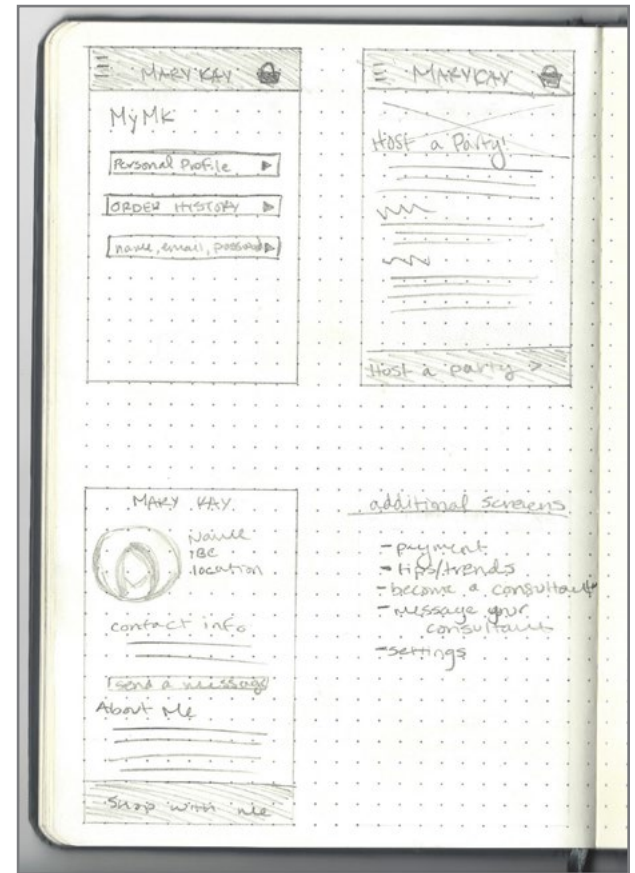
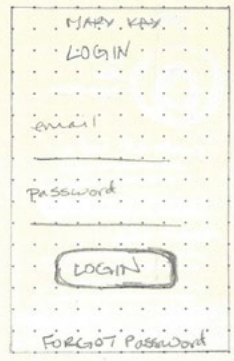
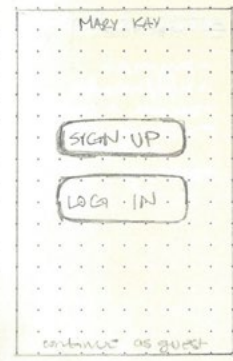
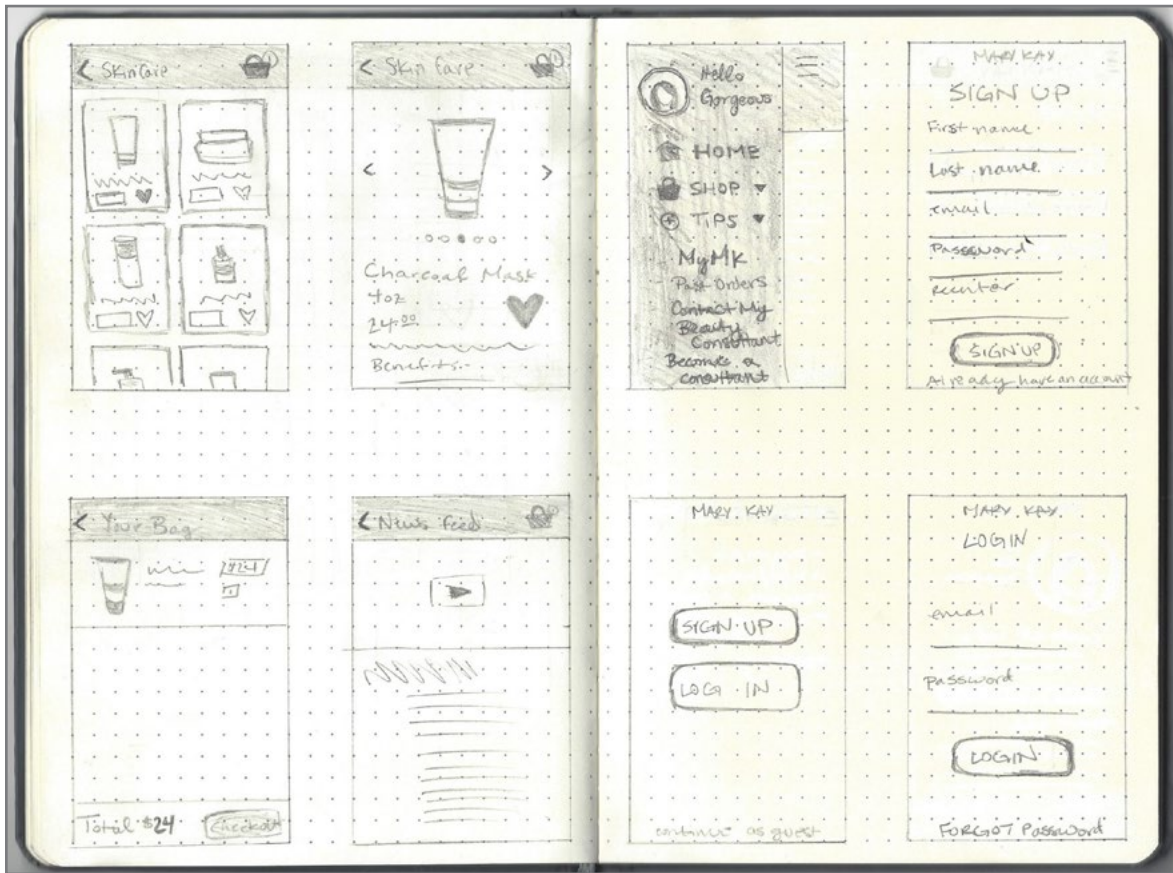
#000000



Sketches

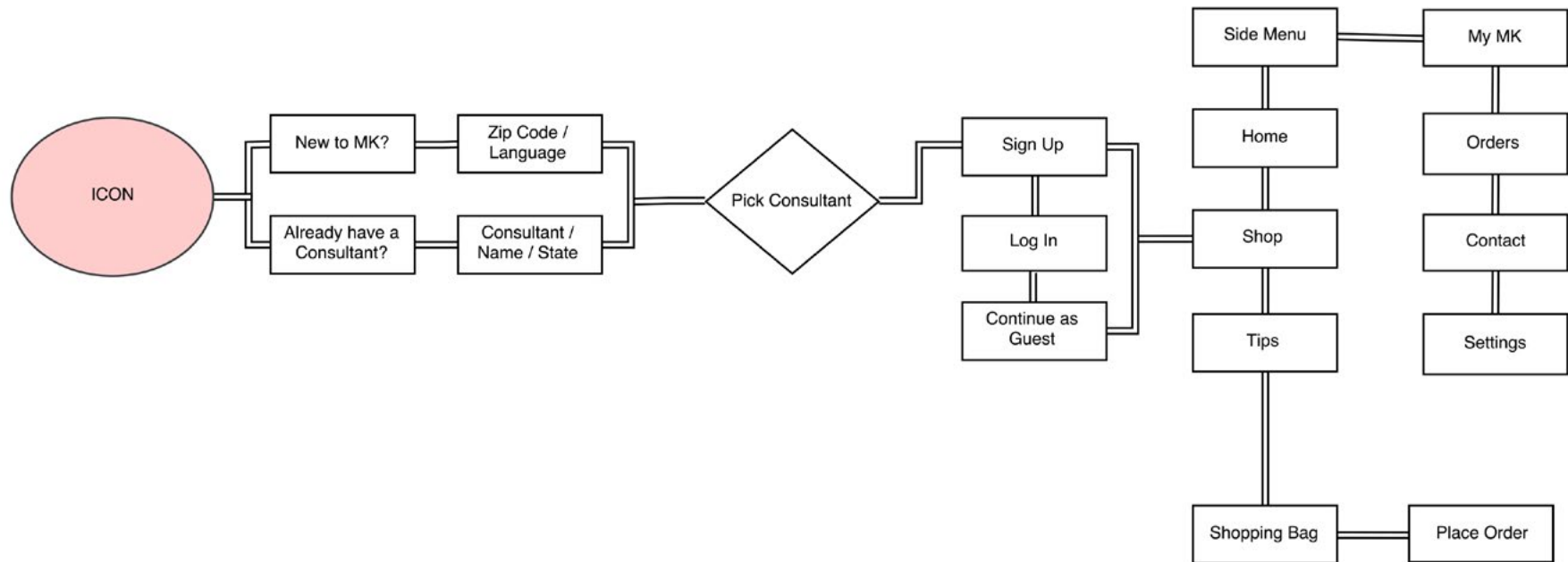


Sketches

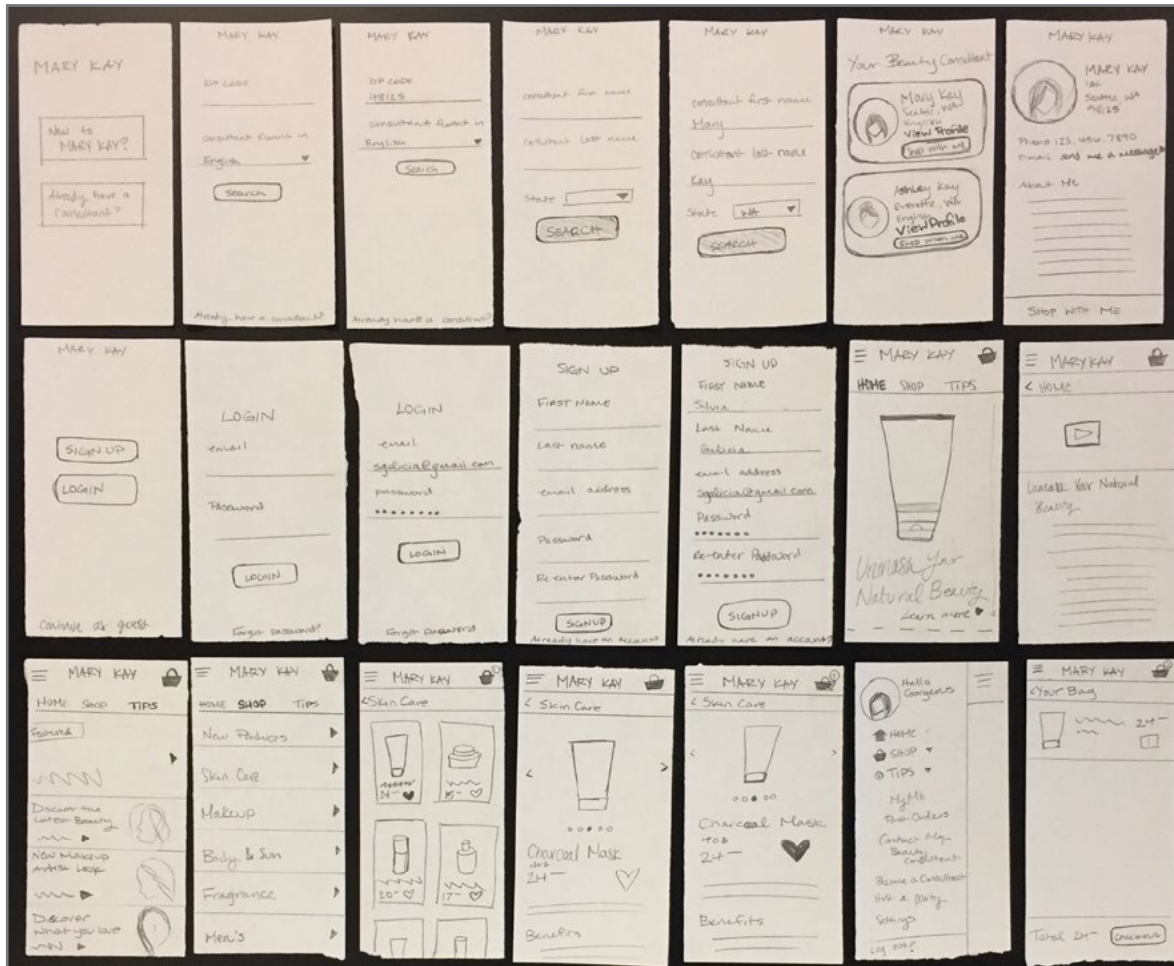


- additional screens
- payment
 - tips/trends
 - become a consultant
 - message your consultant
 - settings

Flowchart



Paper Prototyping



Task:

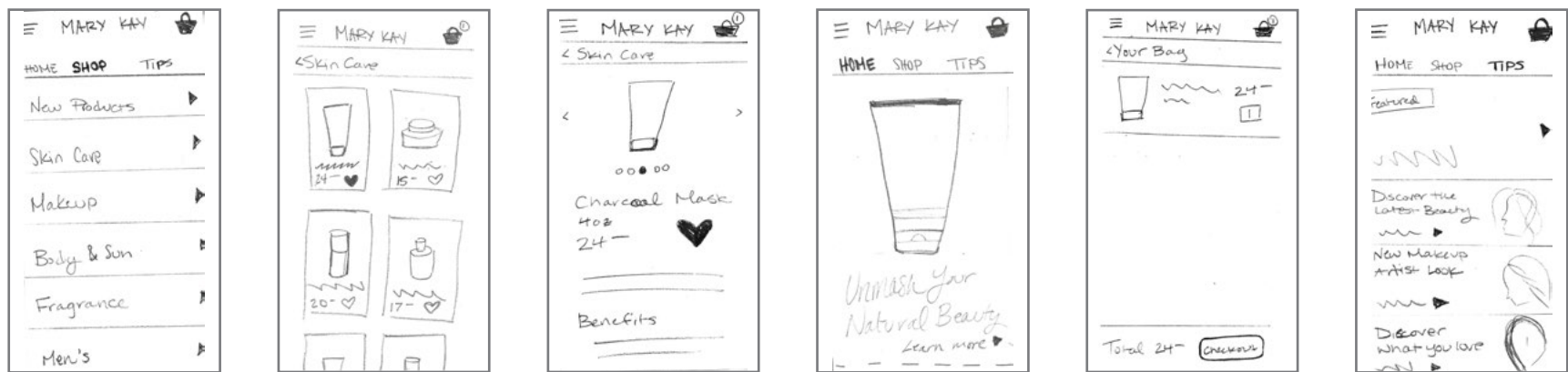
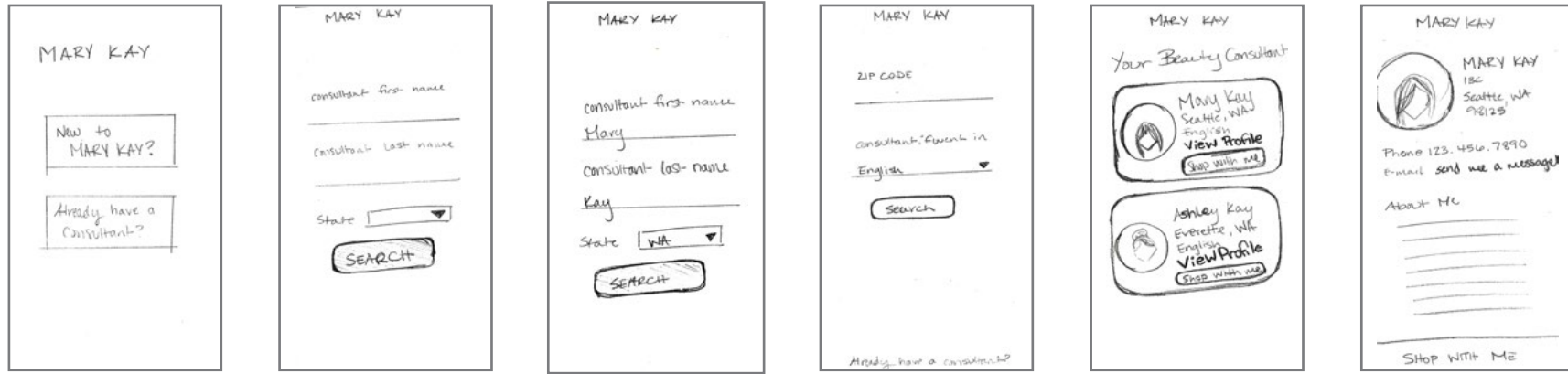
- Find a Beauty Consultant
- Place an order

User Testers:

- Test #1 - Tatiana
- Test #2 - Sarah
- Test #3 - Carlos

We hoped that with this test we'd learn what worked and what needed to be fixed or changed before moving on to the low-fidelity wireframes and then onto the high-fidelity prototype.

Paper Prototyping



Paper Prototyping

Task:

- Find a Beauty Consultant
- Place an order

User Findings:

Test #1 - Tatiana

- very clean, everything there
- would like to see it go through to payment methods

This helped us know what the user expects to see, as well as how they interacted with each of the screens.

Task:

- Find a Beauty Consultant
- Place an order

User Findings:

Test #2 - Sarah

- heart icon can get a little confusing
- add “add to cart” option
- “send message to consultant” screen

This showed us that our use of the “heart” icon to add an item to the cart wasn’t working like we expected it would. We learned we needed to add the option to add to cart, turning the heart icon into an add to favorites icon instead.

Task:

- Find a Beauty Consultant
- Place an order

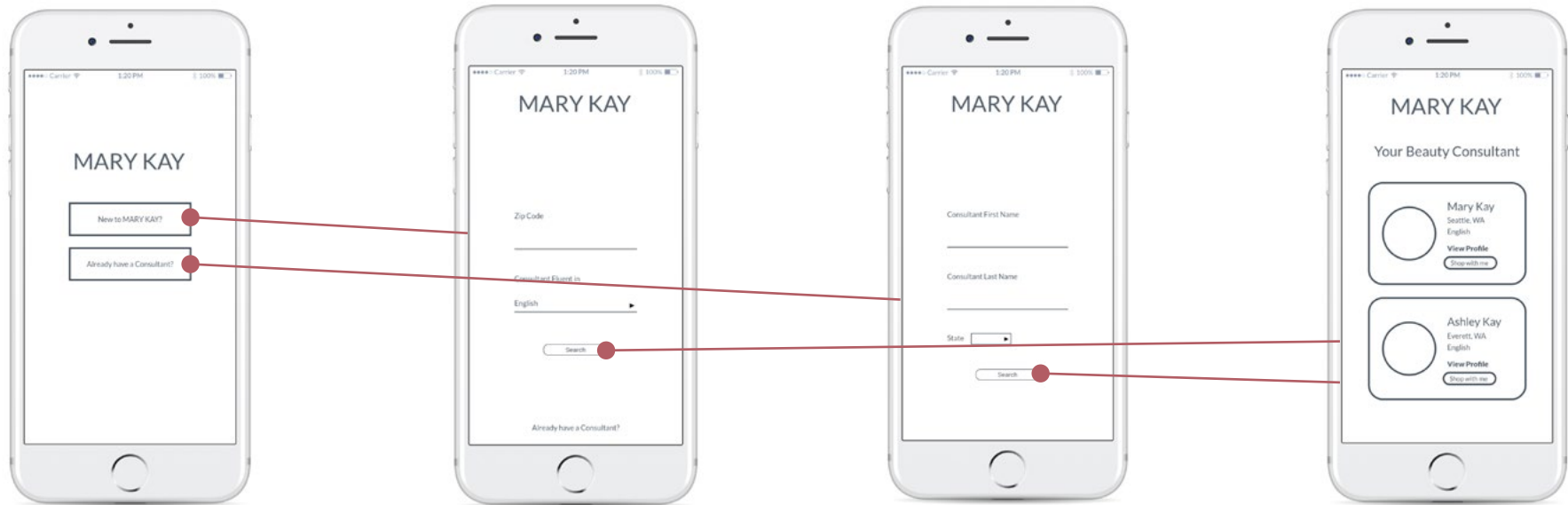
User Findings:

Test #3 - Carlos

- keep the heart icon, add “add to cart”
- make heart icon save for later or add to favorites
- very streamline

Our third and final testing confirmed the choices we decided needed to be changed from the results of the second testing, of changing the “heart” icon to an add to favorites or a save for later and adding a separate icon to allow the user to add it to their cart.

Low-Fidelity



Opening Screen

Allows the user to put in that they're new to MK or have already been a consultant before. The user has to choose which way they want to find a consultant because it's the only way to buy MK products.

New to Mary Kay

For users new to MK, this screens allows users to put in their zip code and preferred language of the Beauty Consultant. This screen will then take the user to a list of consultants closest to their given zip code.

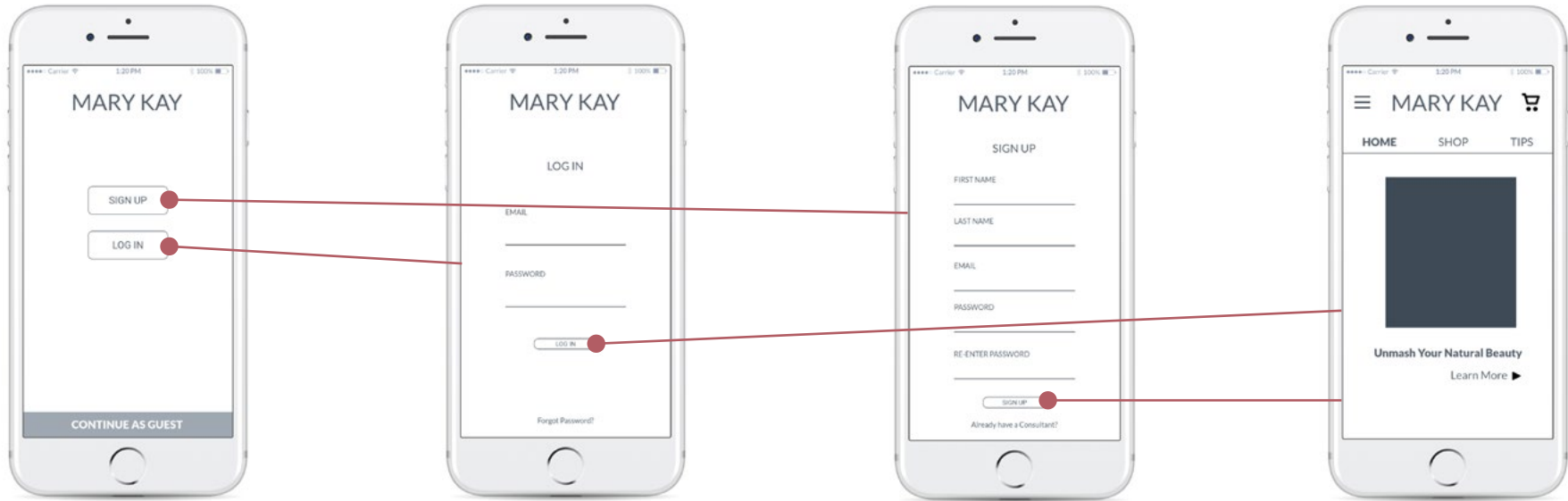
Already have a consultant

For users that already have a consultant, they'll see this screen to search for their consultant by name and state. This screen will then take the user to a list of consultants with that given name and state.

Beauty Consultants

After the user puts in either a zip code or name, they'll see this screen. A list of consultants will be shown to them. Allowing them to either immediately start shopping with them or giving them the option to view their profile for more information on the consultant and their contact methods.

Low-Fidelity



Sign In or Register

Once the user has found a consultant they'll be asked to either Sign In, Register or Continue as Guest. This gives the user the ability to shop without making an account.

*Users that continue as a guest will have a limited amount of product value they're able to order before being required to sign up or register.

Sign In

This allows a user to log in with their email and password and start shopping. Will also have the user's past orders even if they're new to the app. All information they've put in on their desktop account will transfer to the mobile app.

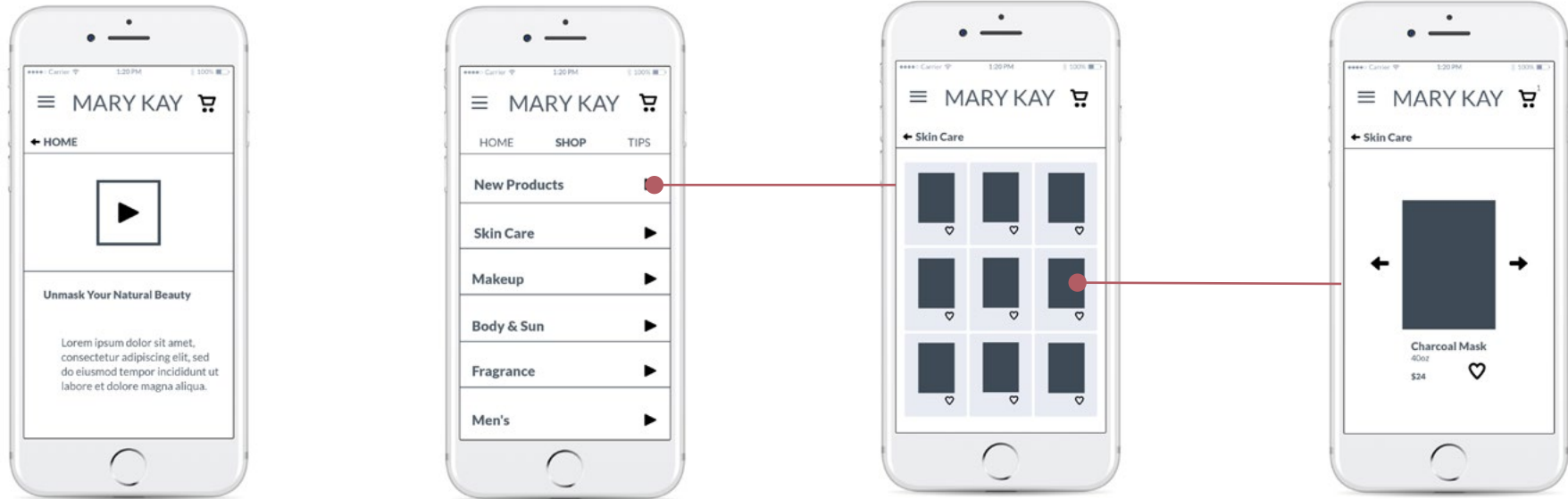
Sign In

This allows a user to register for MK. Requiring their name, email and a given password in order to complete their registration. This login will also allow them to log in on the desktop site.

Home

After finding a consultant and choosing a login method, the user will be sent to the Home screen which is also the news feed screen. Here users will be able to see all the newest articles and products MK is promoting.

Low-Fidelity



Home > Article

If a user chooses to they can learn more about a promotion. This will either take the user to an article about the promotion or take the user straight to that product page.

Shop

Next to the Home tab is Shop, which gives the user a list of categories to view the MK products.

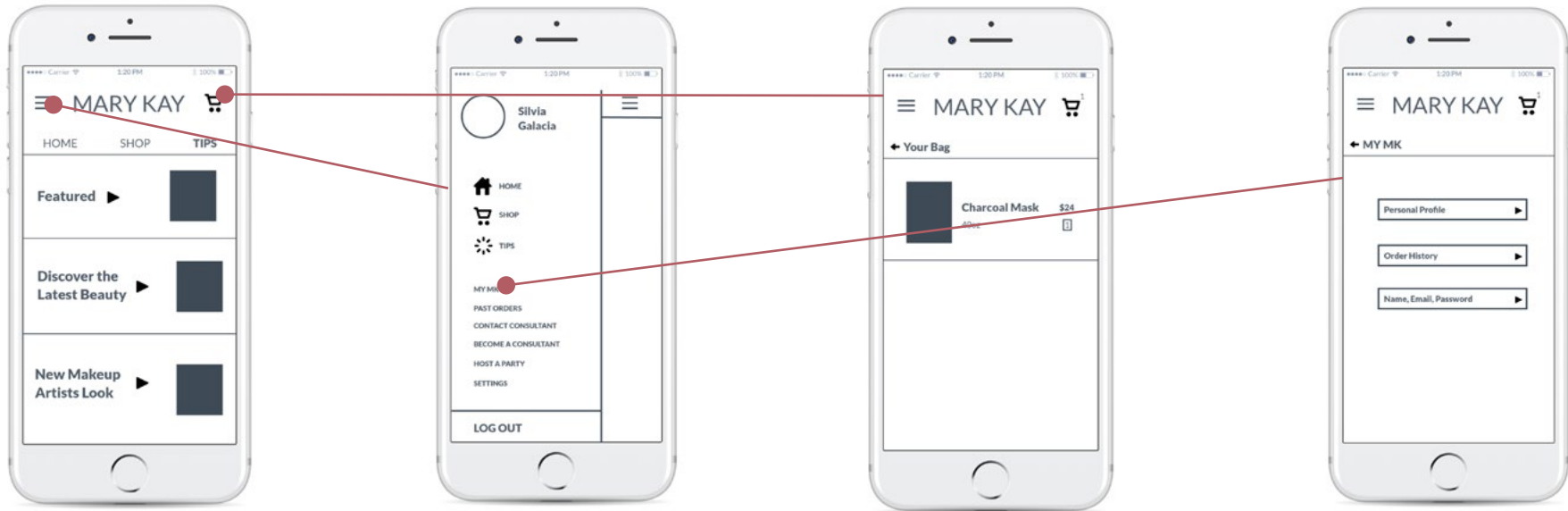
Shop > Category

From the category list, whichever category the user chooses they'll see a grid list of all the products within that category. Users will also be able to add filters to create a more refined search for a product within that category. Users are able to add products from this screen.

Shop > Category > Product

This screen allows the user to view more details about any product they click on before adding it to their bag.

Low-Fidelity



Tips

This screen is where users' can find tips and tricks to help them with how they use their make up. With various How-Tos and articles.

Menu

This is the general idea for the menu that slides out from the side. Giving the user more options within the app. Like viewing the catalog, their past orders and becoming a consultant.

Bag

This is where users can see all the products they've added to their bag. They must go here in order to continue to place an order.

MyMK

This is where a user can view the information on their profile such as payment methods, address, etc.

Low-Fidelity



<https://marvelapp.com/2ej1237>

Usability Testing

User Demographic:

- Male and Females
- Ages 18+
- Uses at least one type of mobile device daily
- Shops for Beauty or Skin Care products
- Frequently uses

Study Goals:

- Ensure easy usability
- Map user paths
- Uses at least one type of mobile device daily
- Shops for Beauty or Skin Care products
- Frequently uses

User Testing Tasks:

- Find a Beauty Consultant
- Place an order
- Find Past Orders

Usability Testing

Tester #1 - Female

- *Comment* - Everything was where it would be expected
- *Comment* - There's nothing I can see that I think needs to be changed or added
- *Comment* - Overall, I like the app, color scheme is good
- *Suggestion* - Maybe add a place to explain why you need a Beauty Consultant
- *Observation* - User was able to complete the tasks easily without further explanation

Tester #2 - Female

- *Comment* - Font might be too small
- *Suggestion* - Bigger font for the checkout button
- *Comment* - "add to bag" and "add to wishlist" icons feel too big
- *Observation* - User enjoyed going through the app
- *Observation* - User like how the information was laid out for the individual products

Tester #3 - Female

- *Suggestion* - More back buttons
- *Comment* - "add to bag" shouldn't go directly to checkout
- *Observation* - User was easily able to complete the tasks

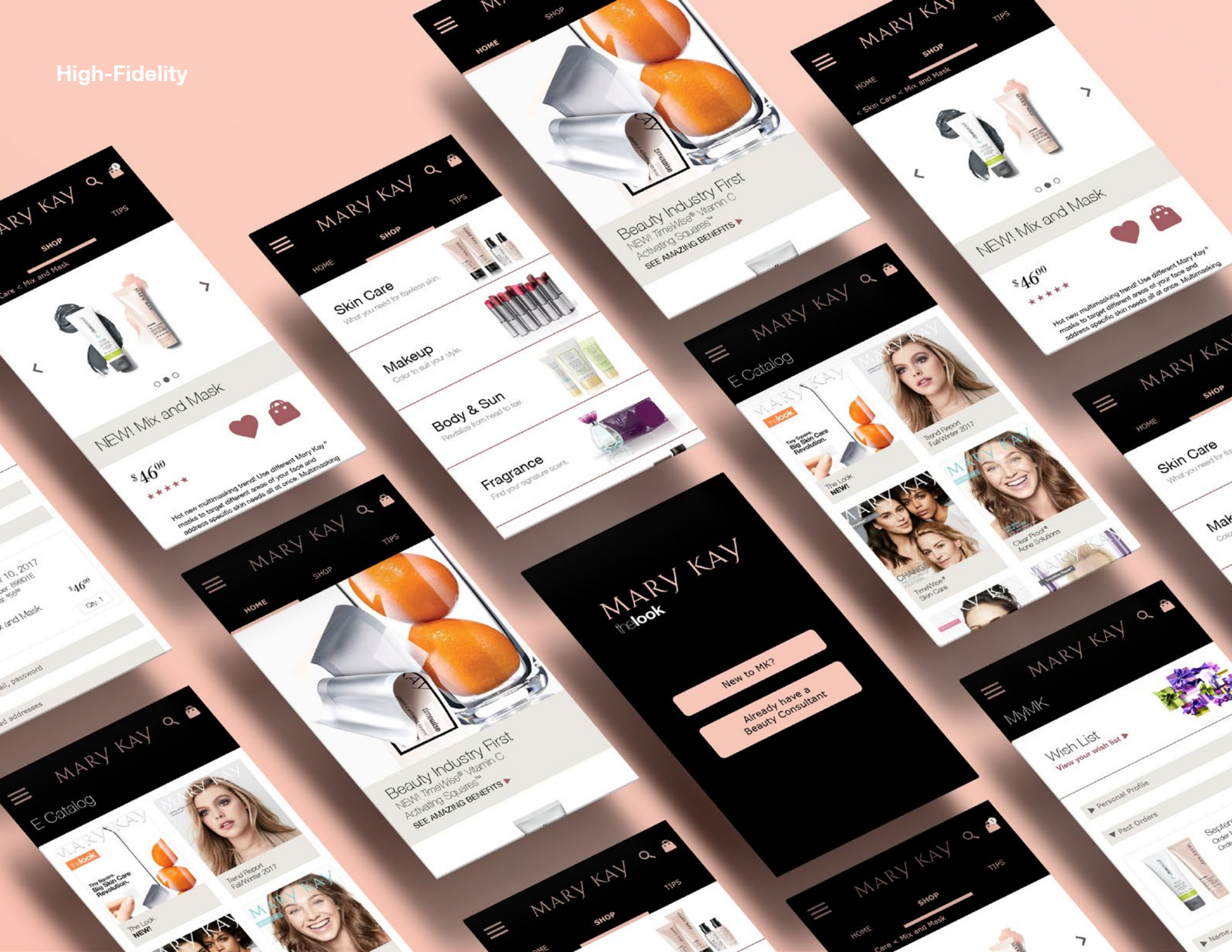
Tester #4 - Male

- *Comment* - Easy to navigate
- *Comment* - Everything has a nice clean layout
- *Comment* - I like the simplicity and the pictures used
- *Observation* - User had fun going through and exploring more of the app after completing the tasks

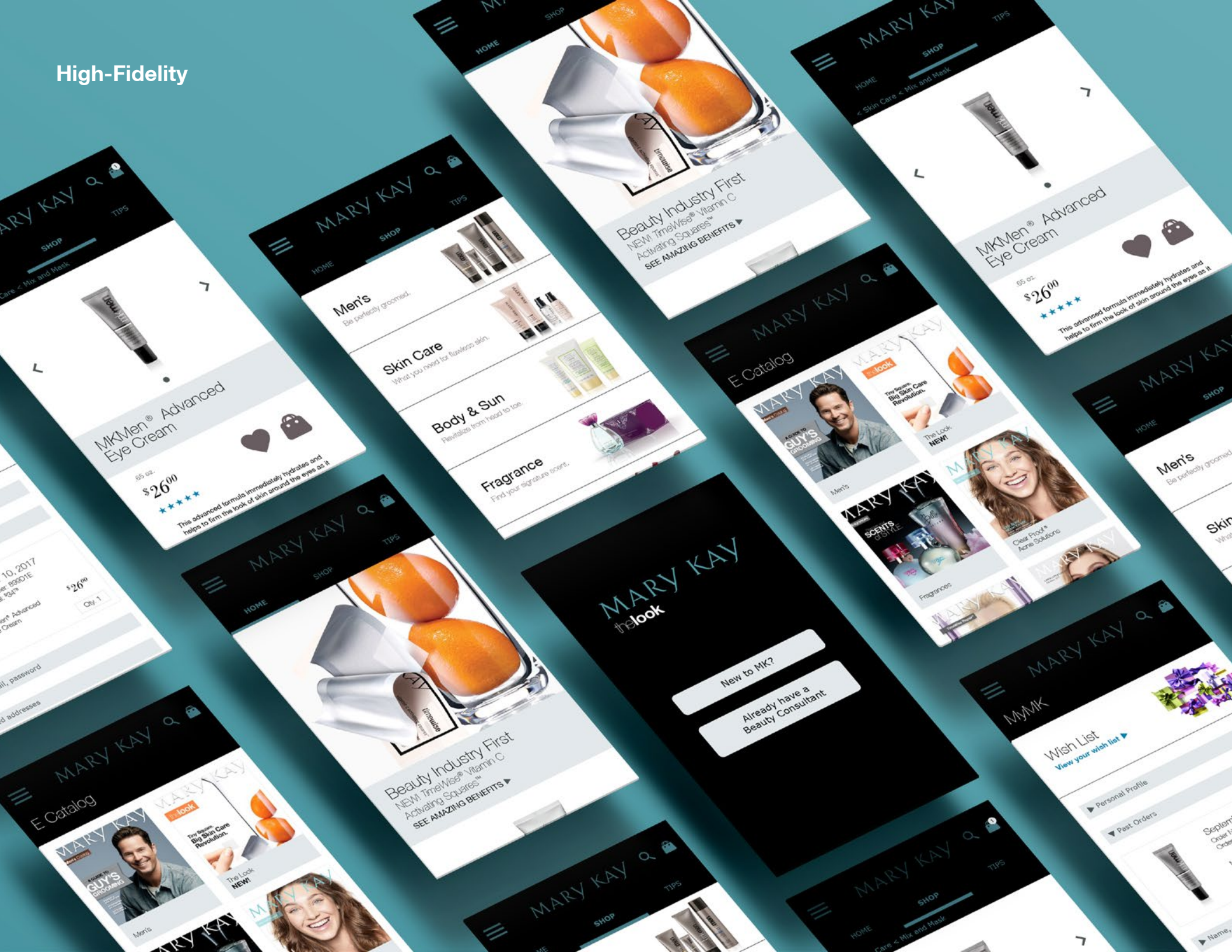
Tester #5 - Male

- *Suggestion* - Add an option to "remove from bag" when looking at what's in your bag
- *Comment* - Everything looks awesome
- *Observation* - User didn't have any pauses when going through the app.

High-Fidelity



High-Fidelity



Final Prototype



<https://xd.adobe.com/view/8a6ca50c-e8b9-448b-bf32-80a15f69f242/>

Thank you.