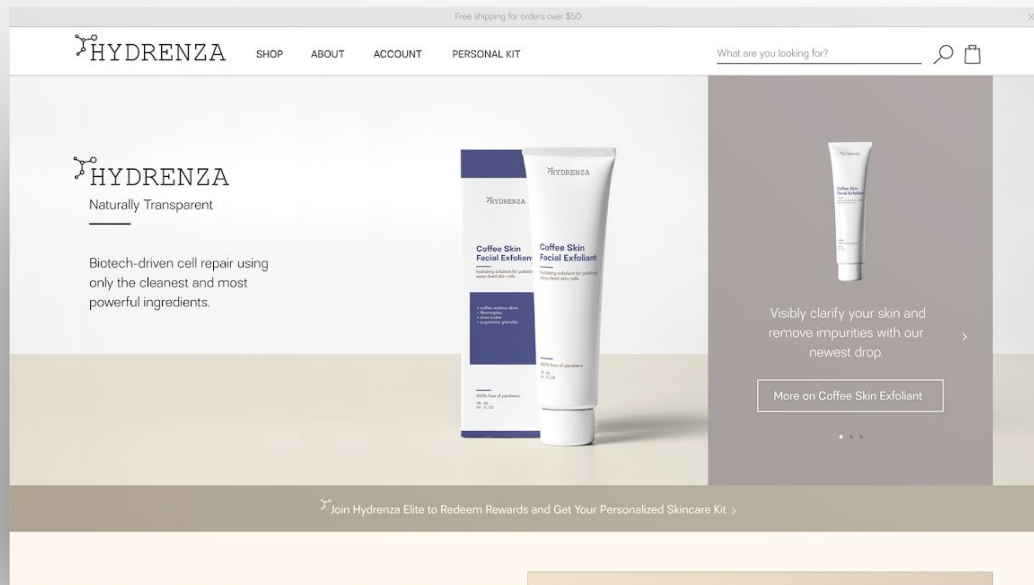


Assignment 14.1

HYDRENZA REDESIGN

Sofia Moon

WNM 606, Summer 2019



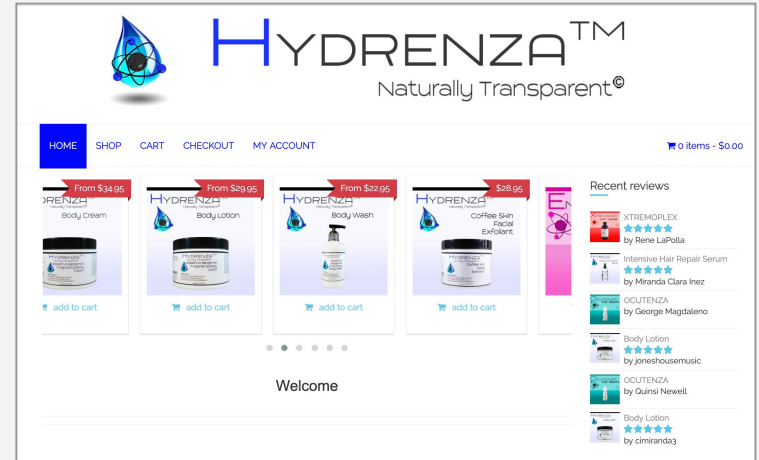
-
- 1 Introduction**
 - 2 Target Audience**
 - 3 Competitors & Competitive Audit**
 - 4 Design Problems & Goals**
 - 5 Schematics**
 - Round 1
 - Round 2
 - Round 3: Responsive Design
 - 6 Usability & A/B Test**
 - User Story
 - User Task
 - Usability Test Results
 - A/B Test Results
 - 7 Final Round of Proposed Designs**
 - 8 Final Prototype**
 - 9 Revisiting Our Design Goals**

1 PROMPT

To redesign a website considering its UX.

2 SITE CHOSEN

Hydrenza.com



Hydrenza is a bioscience-driven skincare line that sells face, body, and hair products.

3 WHAT IS HYDRENZA?

- A skincare line by EPH Biotech, Inc.
- Tagline: “Naturally Transparent” for clean, non-synthetic ingredients
- Highlights Xtremoplex™, a combination of proteins, amino acids, and enzymes as the unique differentiating ingredient in all of its products.

4 WHY HYDRENZA?

- Unique selling point: pride in biotechnology behind products and clean ingredients.
- Good potential for site UX and brand revamp given:

Ease of Use	●	●	○	○	○
Visual Design	●	○	○	○	○
Content Value	●	●	●	○	○
Brand Perception	○	○	○	○	○
Total Average	●	●	○	○	○

1 AUDIENCE RESEARCH

Research was conducted by examining audiences for similar sites, product reviews, social media presence, and alternate sites the products were sold at.

[View detailed audience research here](#)

2 FINDINGS: WHO IS THE TARGET AUDIENCE?

Demographics

- Women of ages 30-50 in U.S.
- Mid to mid-high socioeconomic status
- Have been married and/or have children.
- Employed

Personal Interests

- Nutrition and health
- Concept of anti-aging
- Clean, organic products

Personal Traits

- Responsible and careful
- Familiar with technology
- Passionate, hold strong beliefs
- Enjoy personalization
- Trusts word of mouth and thorough reviews detailing personal experience

1 LIFE EXTENSION

Similar selling points to Hydrenza: quality, purity, potency based on biotechnical innovations.



Ease of Use	●	●	●	●	○
Visual Design	●	●	○	○	○
Content Value	●	●	●	●	●
Brand Perception	●	●	●	●	○
Total Average	●	●	●	●	○

2 BIOSSANCE

Similar appeal for biotech-driven products and trustworthy product quality.



Ease of Use	●	●	●	●	●
Visual Design	●	●	●	●	○
Content Value	●	●	●	●	●
Brand Perception	●	●	●	●	●
Total Average	●	●	●	●	●

3 NEOCUTIS

Unlike Hydrenza, it is easy to understand company's values and professional look helps make potency more believable.



Ease of Use	●	●	●	●	○
Visual Design	●	●	●	●	●
Content Value	●	●	●	●	●
Brand Perception	●	●	●	●	●
Total Average	●	●	●	●	●

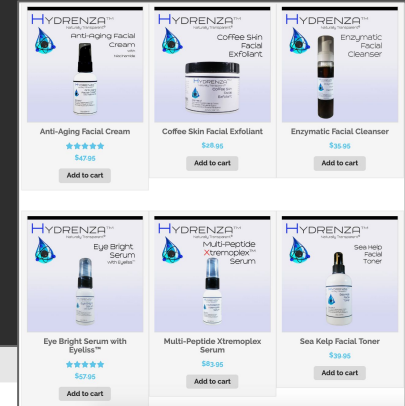
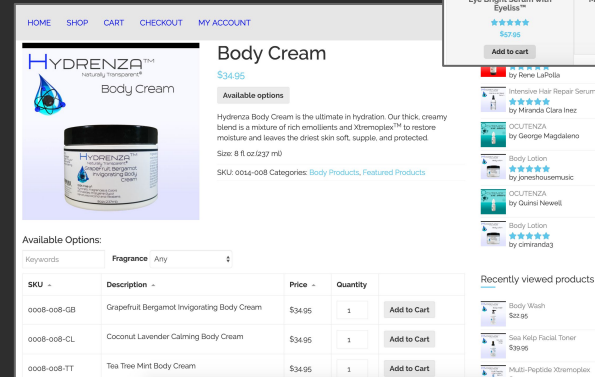
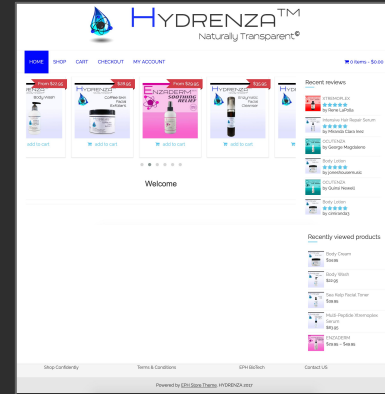
COMPETITIVE AUDIT

Assignment 14.1 | WNM 606 | Summer '19 | Moon

	“Quick Shop” or Buy 1 Click	Save for Later or “Like”	Filter by Skin Problem	Recommended For You	Recent Views	Shop All	About Page	Search Bar	Social Media Presence
<u>Hydrenza</u>	X				X			X- but hard to find	X - minimal
<u>The Drunk Elephant</u>	X			X “pair with”		X	X	X	X
<u>Biossance</u>	X			X		X	X	X	X
<u>Biotique</u>	X	X	X		X		X	X	X
<u>Bioeffect</u>	X		X	X “pair with”		X	X	X	X
<u>Aesop</u>			X	X “pair with”			X	X	X
<u>Neocutis</u>	X		X	X		X	X	X	X

PROBLEMS

- 1 Uninviting and impersonal purchasing experience.
- 2 Site seems untrustworthy due to lack of information, minimal reviews, low-quality photos, and overall poor design.
- 3 Unappealing brand concept with outdated visual design.



PROBLEMS

GOALS

1 Uninviting and impersonal purchasing experience.

Build on homepage content, layout, and flow to create a more welcoming landing page.

Provide a personalized user experience for both new and repeat users.

2 Site seems untrustworthy due to lack of information, minimal reviews, low-quality photos, and overall poor design.

Cultivate consumer trust by being transparent when collecting and providing information relevant to the user.

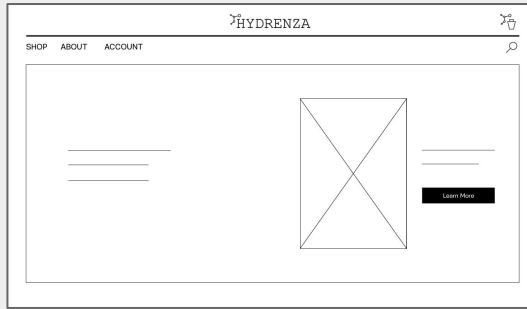
3 Unappealing brand concept with outdated visual design.

Redesign UI, packaging, and branding concept with a more contemporary look.

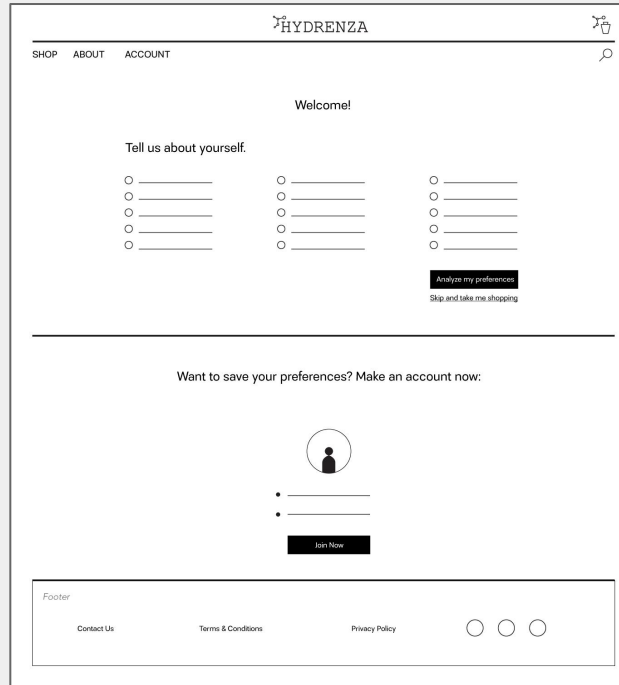
SCHEMATICS

Preliminary and Revised Wireframes

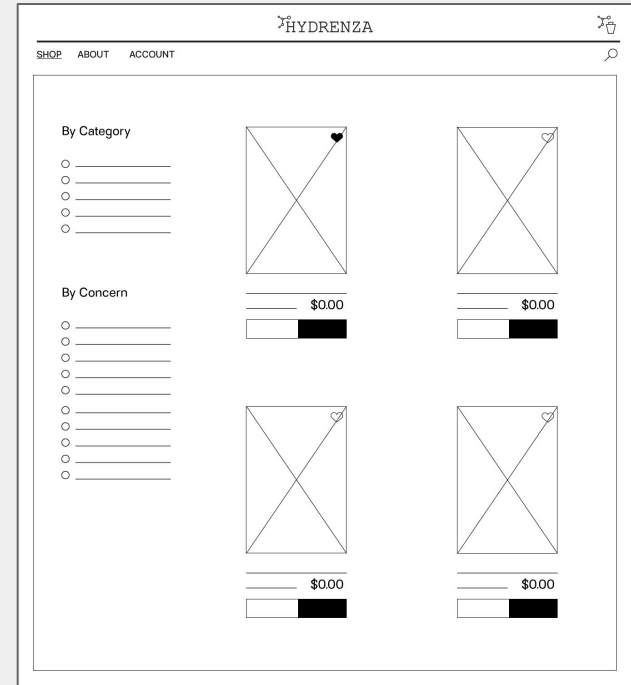
Header, first part of homepage:



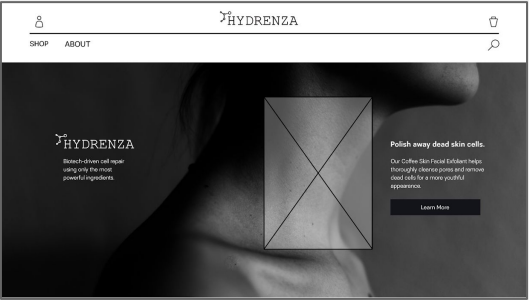
Homepage for **new users**:



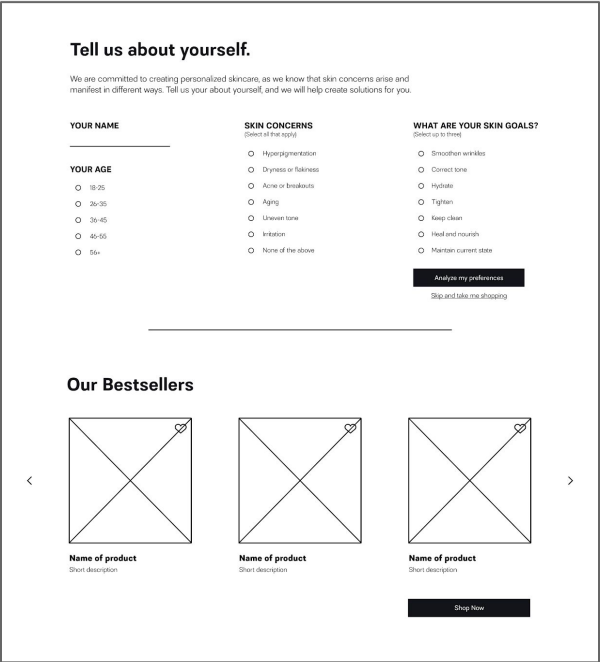
Homepage for **experienced users**:



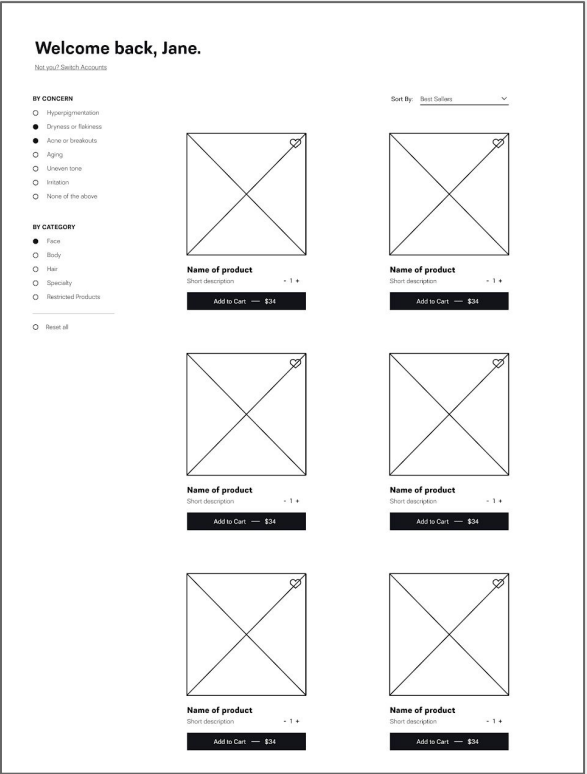
Header, first part of homepage:



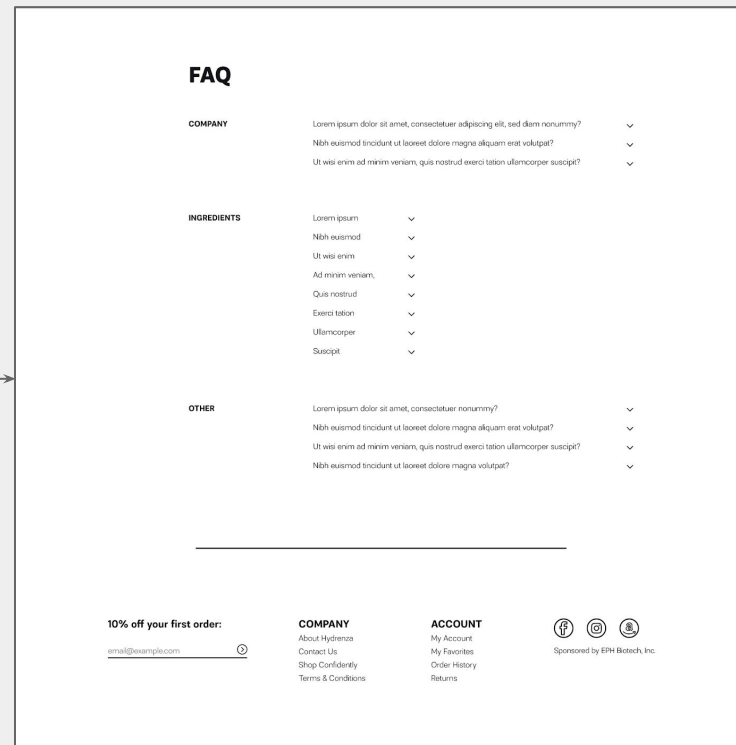
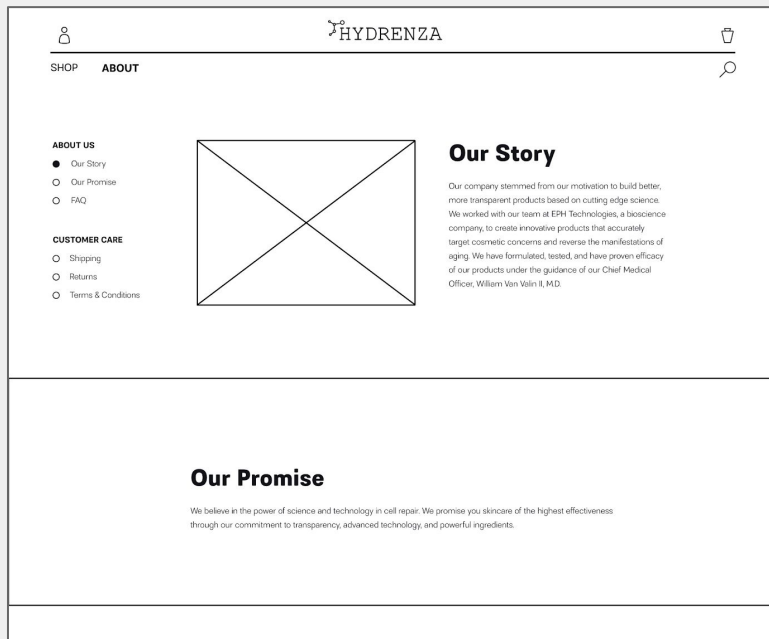
Homepage for first-time users:



Homepage for experienced users:



Addition of About Page:



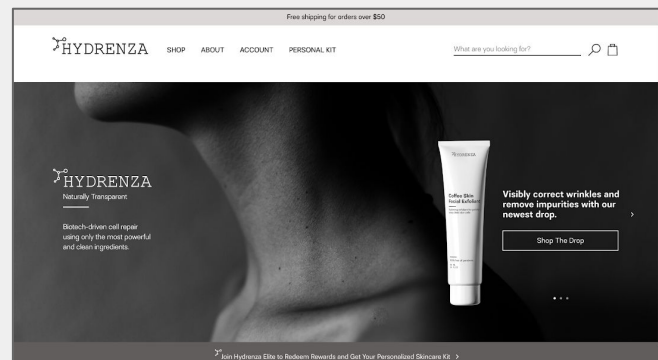
SCHEMATICS ROUND 3: RESPONSIVE DESIGN

Assignment 14.1 | WNM 606 | Summer '19 | Moon

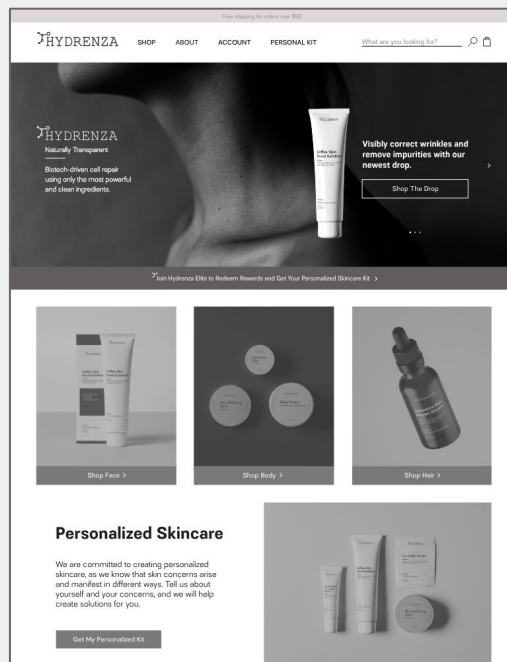
With the help of a [usability test](#) and an [A/B test](#), I created my next round of responsive design schematics:

HOMEPAGE

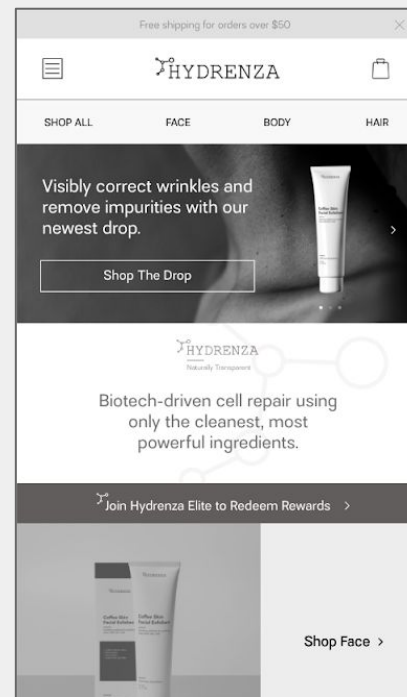
Desktop: 1024 px



Tablet: 768 px



Mobile: 480 px

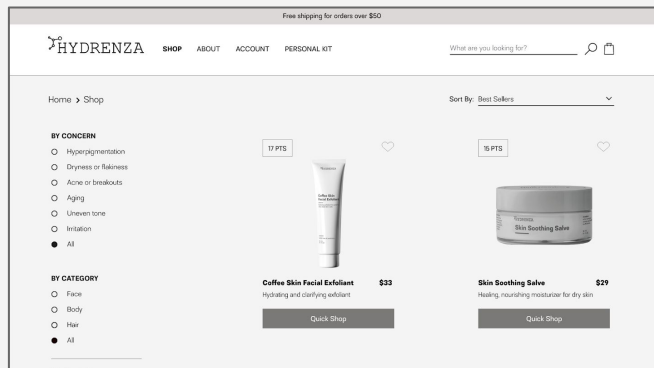


SCHEMATICS ROUND 3: RESPONSIVE DESIGN

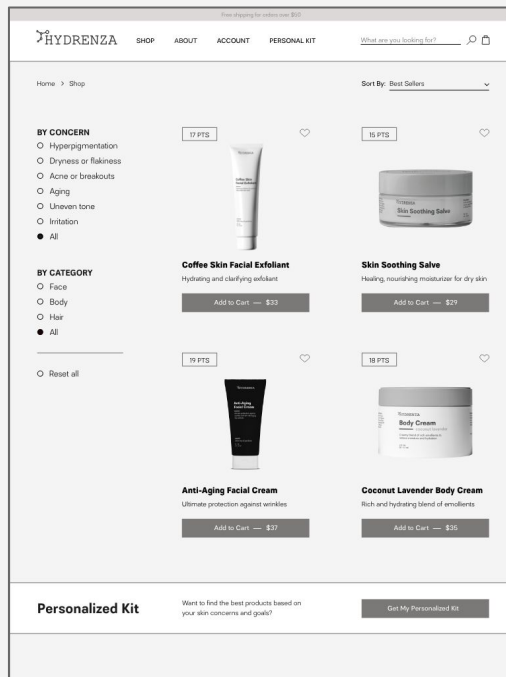
Assignment 14.1 | WNM 606 | Summer '19 | Moon

SHOP PAGE

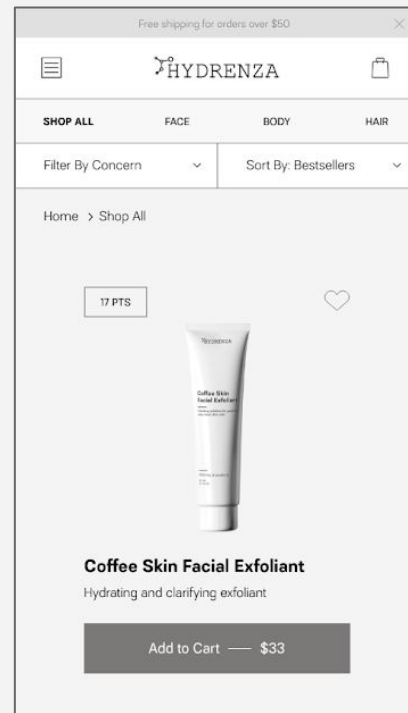
Desktop: 1024 px



Tablet: 768 px



Mobile: 480 px

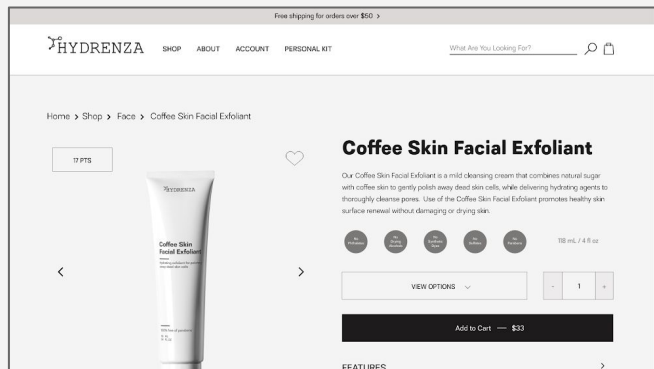


SCHEMATICS ROUND 3: RESPONSIVE DESIGN

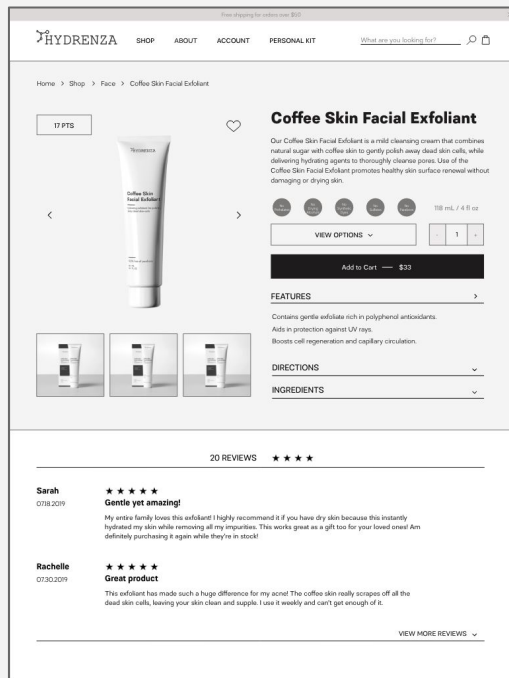
Assignment 14.1 | WNM 606 | Summer '19 | Moon

PRODUCT PAGE

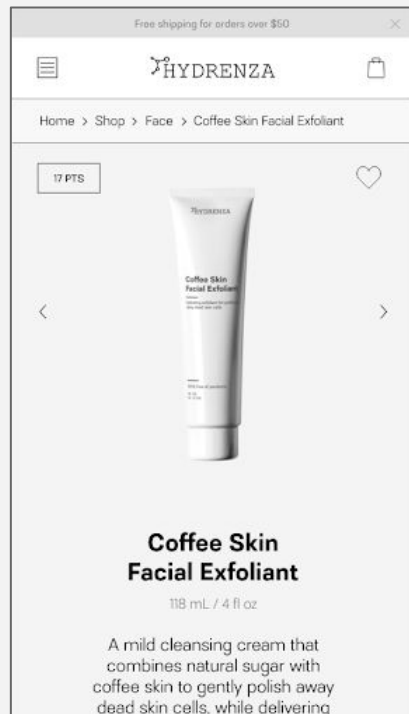
Desktop: 1024 px



Tablet: 768 px



Mobile: 480 px



USER FLOW & A/B TEST

[VIEW DESKTOP PROTOTYPE \(DRAFT\)](#)



- 35 y.o. Female
- HR Manager at non-profit org.
- Working mother
- San Francisco, CA

JANE WATERMAN'S STORY

Jane just came back to work from her maternity leave. With the new baby and the late afternoons spent catching up on work, Jane has noticed new fine lines and stress-induced breakouts on her face. She wants to find cosmetic products that will a) clear up her pores, and b) reduce wrinkles.

NEEDS STATEMENT

As a mother going back to work, **I want** a tool that can quickly help me find the skincare products I need from the comfort of my home, **so I can** combat my new skin concerns.

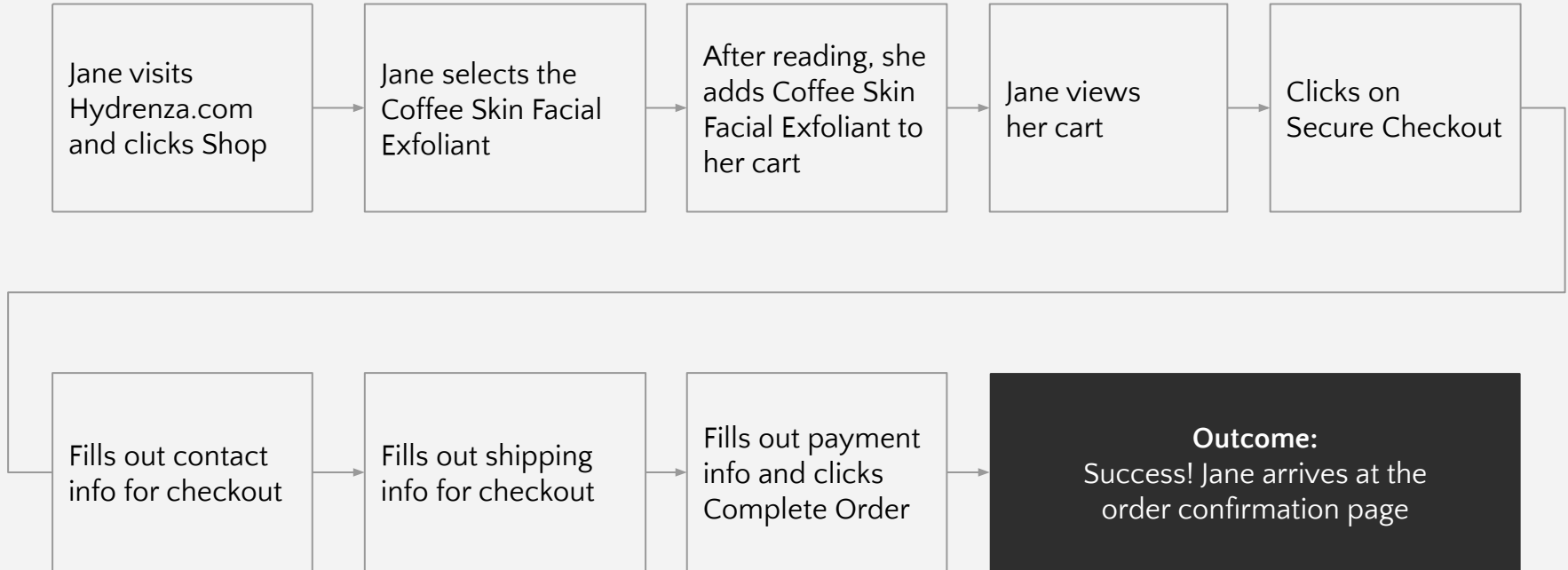
USER TASK:

Purchase one Coffee Skin Facial Exfoliant

BEGIN TASK

USER TASK:

Jane purchases one Coffee Skin Facial Exfoliant

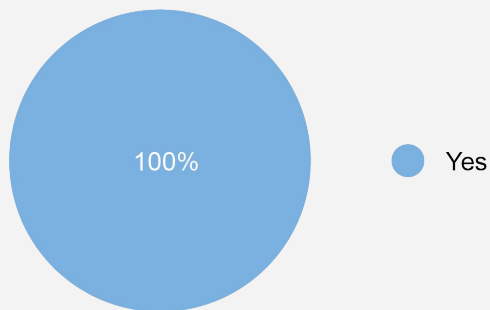


USER FLOW TEST

12 responses | [View full survey responses here](#)

SURVEY RESULTS

Your task is to purchase one Coffee Skin Facial Exfoliant. Were you able to complete the task?



Additional suggestions and feedback:



3 said prototype view was too small.




1 wished 'Personalized Skincare' was placed higher up on the website.





1 wished there was a confirmation page. Suggested changing “proceed to shipping” to “next”.


HOMEPAGE



[SHOP](#)
[ABOUT](#)
[ACCOUNT](#)
[PERSONAL KIT](#)


What are you looking for?







Naturally Transparent

Batch-driven cell repair using only the cleanest and most powerful ingredients.







Vividly clarify your skin and remove impurities with our fastest dry.

[Meet our CellFix Skin Solution](#)


See how Hydrenza fits into Hydrenza Essentials and Skin Type Personalized Skincare Kit



[Shop This](#)



[Shop This](#)





[Shop This](#)

Personalized Skincare


We are committed to creating personalized skincare, so we know that skin concerns arise and manifest in different ways. Tell us about yourself and your concerns, and we will help create solutions for you.


[Get My Personalized Kit](#)




HYDRENZA


[SHOP](#)
[ABOUT](#)
[ACCOUNT](#)
[PERSONAL KIT](#)

[What is your skin type?](#)



HYDRENZA

Naturally Translucent

Bleach-driven skin repair using only the cleanest and most powerful ingredients



Visibly clarify your skin and remove impurities with our Natural Skin


[View our Colloidal Skin-Cleanser](#)

[Join Hydrenza Skin to Reduce Blemishes and Get Your Personalized Skincare Kit >](#)


Personalized Skincare

We are committed to creating personalized skincare, so we know that skin concerns arise and manifest in different ways. Tell us about yourself and your concerns, and we will help create solutions for you.


[Get My Personalized Kit](#)




[Shop Face](#)



Anti-Aging Facial Cream




Mild Peptide Blemish Solutions




Exfoliating Facial Cleanser


[Shop Body](#)



Skin-Soothing Balm

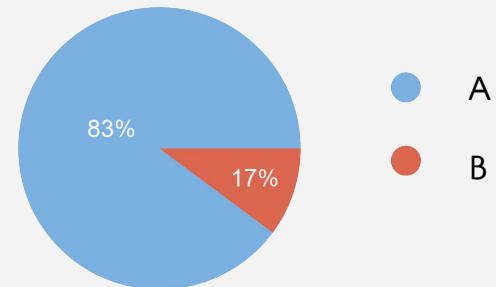


Moist Body Cream



Coconut Lavender Body Cream

Which homepage is more effective?

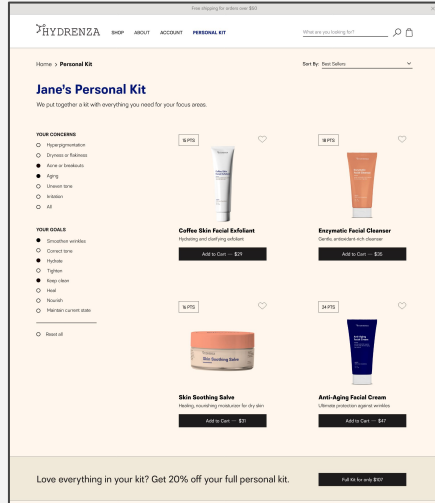


10 out of 12 said **Homepage A** was more effective.

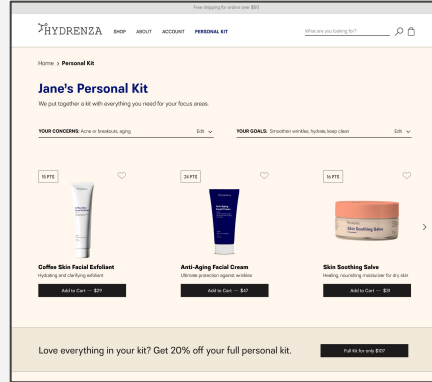
12 responses | [View full survey responses here](#)

PERSONAL KIT PAGE

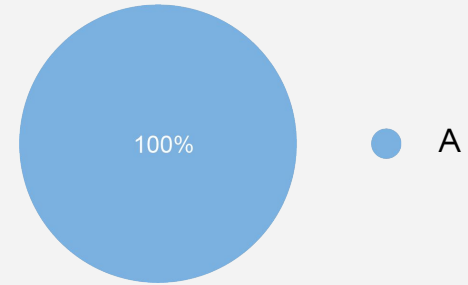
A



B



Which version do you like better?

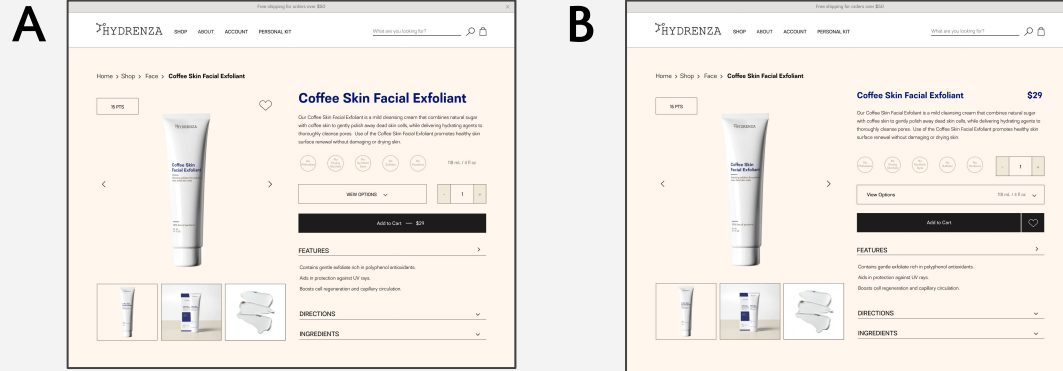


12 out of 12 said they preferred
Personal Kit Page A.

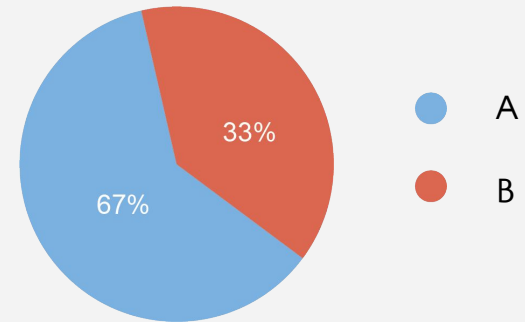
A/B TEST

12 responses | [View full survey responses here](#)

PRODUCT PAGE



Which version is more effective and easier to use?

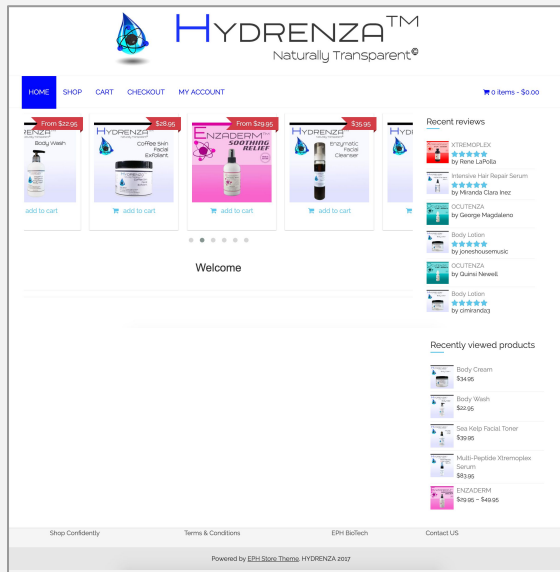


8 out of 12 said **Product Page A** was more effective and easier to use.

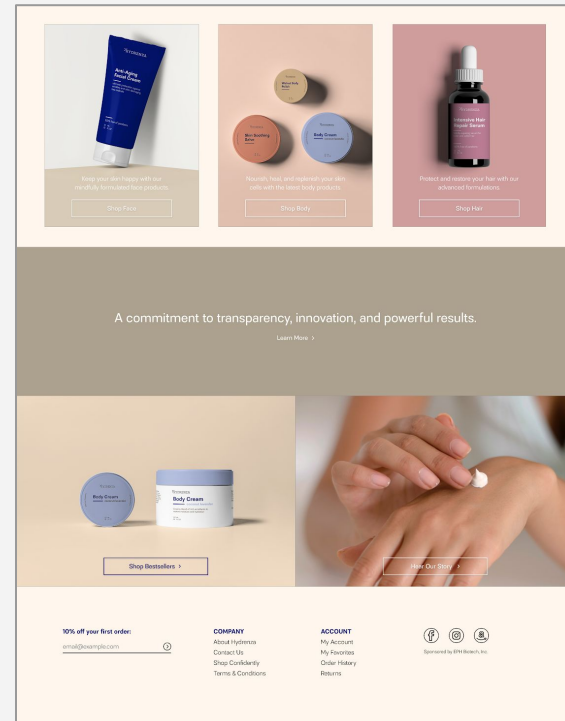
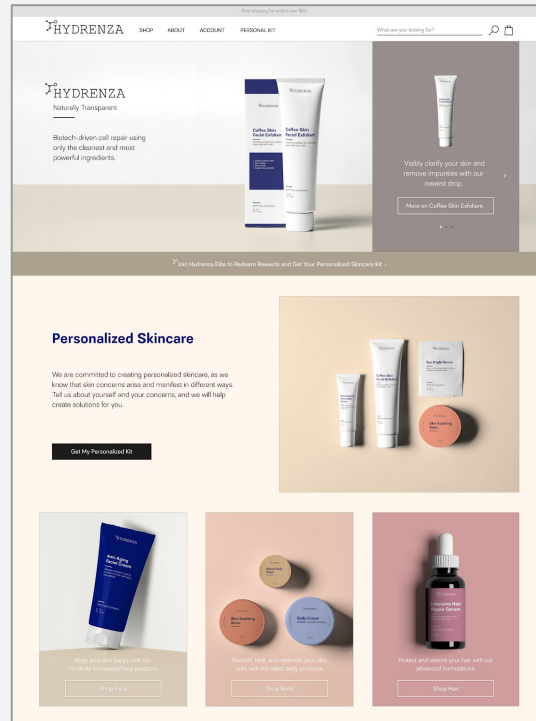
FINAL ROUND OF PROPOSED DESIGNS

Current Hydrenza Website vs. Proposed Design

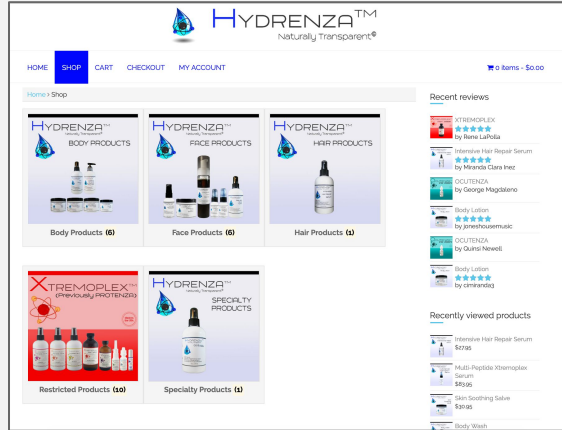
CURRENT HOMEPAGE



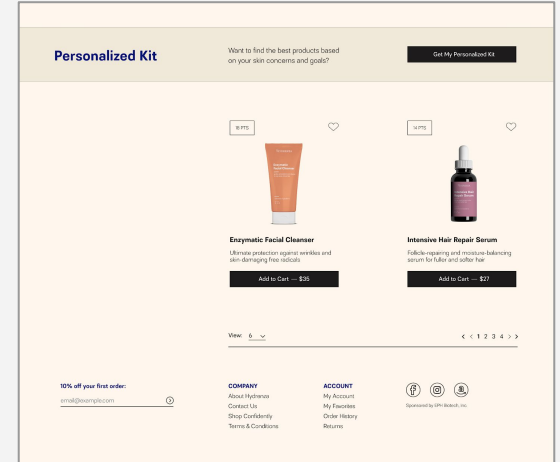
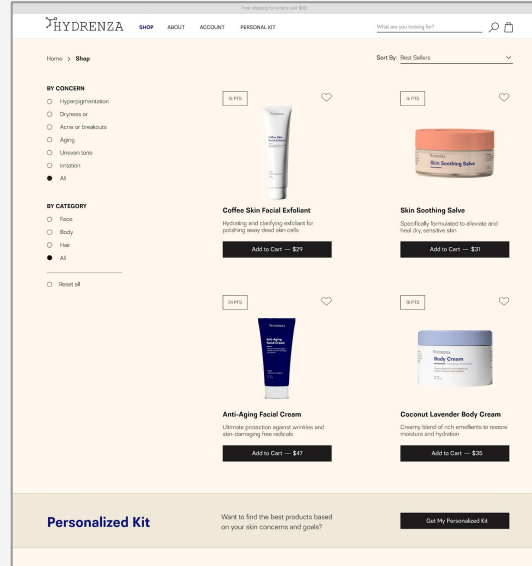
PROPOSED HOMEPAGE



CURRENT SHOP PAGE



PROPOSED SHOP PAGE




FINAL ROUND

CURRENT PRODUCT PAGE

[HOME](#) [SHOP](#) [CART](#) [CHECKOUT](#) [MY ACCOUNT](#) [0 Items - \\$0.00](#)

HYDRENZA™

HYDRATING BODY CREAM



Body Cream

\$34.95

Available options

Hydrenza Body Cream is the ultimate in hydration. Our thick, creamy blend is a mixture of rich emollients and xthempoplex™ to restore moisture and leaves the driest skin soft, supple, and protected. Size: 8 fl.oz (227 ml)

SKU: 0004-0008 Categories: [Body Products](#), [Featured Products](#)

Available Options:

Keywords: **Fragrance:** Any **↓**

SKU	Description	Price	Quantity	
0008-0008-GB	Grapefruit Bergamot Invigorating Body Cream	\$34.95	1	Add to Cart
0008-0008-CL	Coconut Lavender Calming Body Cream	\$34.95	1	Add to Cart
0008-0008-TT	Tea Tree Mint Body Cream	\$34.95	1	Add to Cart

Recently viewed products


- [XTREMOXLEY](#) **★★★★★**
by Irene LaPelle
Intensive Hair Repair Serum
- [COLLAGEN](#) **★★★★★**
by George Magalana
Body Lotion
- [COLLAGEN](#) **★★★★★**
by jannahhousemusic
Body Lotion
- [COLLAGEN](#) **★★★★★**
by Quins Newell
Body Lotion
- [Body Vitah](#) **★★★★★**
\$24.95
- [Sea Kelp Facial Toner](#) **★★★★★**
\$24.95
- [Multi-Peptide Xthempoplex](#) **★★★★★**
\$24.95

PROPOSED PRODUCT PAGE

[HYDRENZA](#) [SHOP](#) [ABOUT](#) [ACCOUNT](#) [PERSONAL KIT](#)

[Home](#) > [Shop](#) > [Face](#) > [Coffee Skin Facial Exfoliant](#)

84PTS



Coffee Skin Facial Exfoliant

Our Coffee Skin Facial Exfoliant is a mild cleansing cream that combines natural sugar with coffee skin to gently polish away dead skin cells, while delivering hydrating agents to thoroughly cleanse pores. Use of the Coffee Skin Facial Exfoliant promotes healthy skin surface renewal without damaging or drying skin.

118 ml / 4.1 fl. oz.

View Options

[Add to Cart](#) — \$29

FEATURES

- Contains gentle exfoliants rich in polyphenol antioxidants
- Reduces protection against UV rays
- Boosts cell regeneration and capillary circulation

DIRECTIONS

INGREDIENTS

20 REVIEWS ★★★★★

Barb **★★★★★**
07/30/2019
Gentle yet amazing!
My entire family loves this exfoliant! I highly recommend it if you have dry skin because this instantly hydrated my skin while removing of my impurities. This works great as a gift too for your loved ones! Am definitely purchasing it again while they're in stock!

Rachelle **★★★★★**
07/30/2019
Great product
This exfoliant has made such a huge difference for my skin! The coffee skin really scrubs off all the dead skin cells, leaving your skin clean and supple. I use it weekly and can't get enough of it.

Elaine **★★★★★**
07/30/2019
Highly recommend
My skin feels very smooth after using this exfoliant. I've already started seeing results after a week of using it.

[VIEW MORE REVIEWS](#)

Accompany With:




07/30/2019 **Highly recommend**
My skin feels very smooth after using this exfoliant. I've already started seeing results after a week of using it.


[VIEW MORE REVIEWS](#)

Accompany With:


84PTS



84PTS



84PTS




Skin Soothing Salve
Specifically formulated to alleviate and heal dry, sensitive skin.
[Add to Cart](#) — \$21

Multi-Peptide Xthempoplex Serum
Our special salve made to moisturize, correct, and protect delicate skin.
[Add to Cart](#) — \$22


Enzymatic Facial Cleanser
Ultimate protection against sunburns and skin-damaging free radicals.
[Add to Cart](#) — \$21

You Might Also Like:


84PTS



84PTS



84PTS



Anti-Aging Facial Cream
Ultimate protection against wrinkles and skin-damaging free radicals.
[Add to Cart](#) — \$17




Enzymatic Facial Cleanser
Ultimate protection against sunburns and skin-damaging free radicals.
[Add to Cart](#) — \$25

Coconut Lavender Body Cream
Creamy blend of rich emollients to restore moisture and hydration.
[Add to Cart](#) — \$24

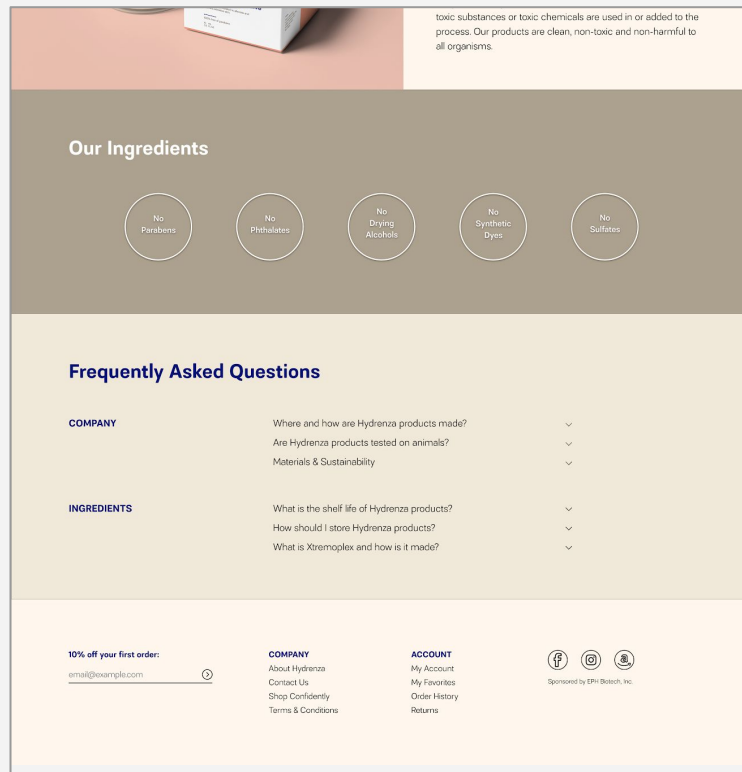
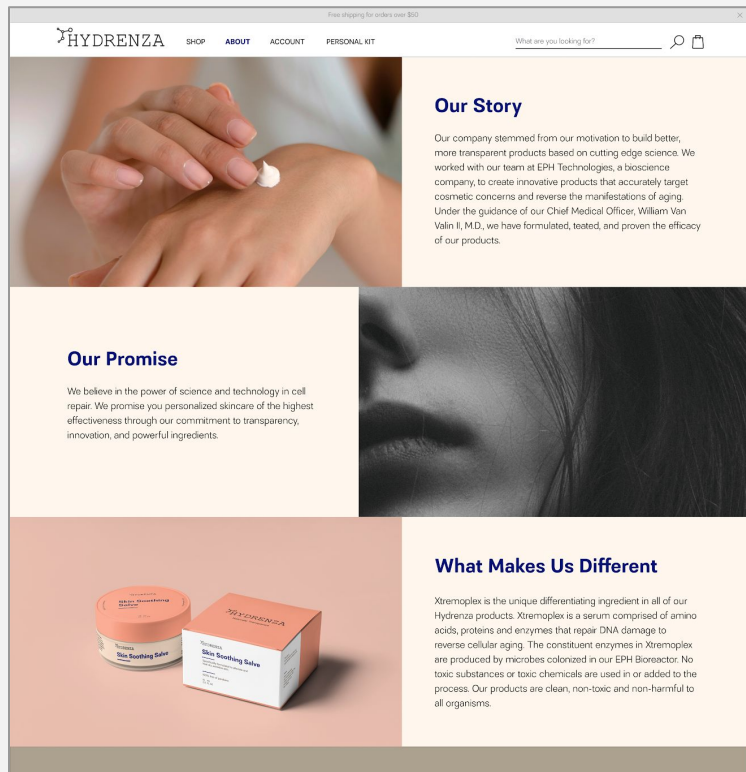
10% off your first order:
[email@shop.com](#)

COMPANY
About us/mission
Contact Us
Shop Confidentially
Terms & Conditions

ACCOUNT
My Account
My Favorites
Order History
Returns

  
Sponsored by SHN Network, Inc.

PROPOSED ADDITION: ABOUT PAGE



Free shipping for orders over \$50

HYDRENZA

SHOPABOUTACCOUNTPERSONAL KIT

What are you looking for?

🔍🛒

Personalized skincare in just 3 steps.

Let's start by setting up your profile before we delve into your areas of concern.

● Profile

○ Skin Concerns

○ Skin Goals


What is your name?


First NameLast Name

Your email:

email@example.com

Please select your sex:


Female


Male

Age:

35

◀

▶

Continue

Your information will be stored securely as noted in our [Privacy Policy](#)

10% off your first order:

email@example.com

COMPANY

About Hydrenza

Contact Us

Shop Confidently

Terms & Conditions




ACCOUNT

My Account

My Favorites

Order History

Returns



Sponsored by EPH Biotech, Inc.

[SHOP](#)
[ABOUT](#)
[ACCOUNT](#)
[PERSONAL KIT](#)

Free shipping for orders over \$50

What are you looking for?

Your Skin Concerns

Now let's dive a little deeper.

Profile

Skin Concerns

Skin Goals

What are your biggest skin concerns?

Select all that apply

☐ Hyperpigmentation

☐ Uneven tone

☐ Dryness or Itchiness

☐ Acne or breakouts

☐ Aging

☐ None of these

[Back to Profile](#)
[Continue](#)

10% off your first order:

[newcustomer10percent](#)

COMPANY

About Hydrenza

Contact Us

Shop Confidentially

Terms & Conditions

ACCOUNT


My Account

My Favorites

Order History

Returns

Sponsored by RPA Beauty, Inc.



[SHOP](#)
[ABOUT](#)
[ACCOUNT](#)
[PERSONAL KIT](#)

[How to shop](#)
[How to return](#)
[How to exchange](#)
[How to track](#)

[What are you looking for?](#)

Your Skin Goals

We can help you reach your skin goals.

- profile
- Skin Concerns
- Skin Goals


What are your main skin goals?

☐ Smoothness/texture
☐ Correct tone
☐ Hydrate
☐ Tighten

☐ Keep clean
☐ Heal
☐ Nourish
☐ Maintain current state

[Back to My Skin Concerns](#)



Address My Performance



10% off your first order:
[www.hydrea.com/10percent](#)

COMPANY
[About Hydrea](#)
[Contact Us](#)
[Shop Confidently](#)
[Terms & Conditions](#)

ACCOUNT
[My Account](#)
[My Favorites](#)
[Order History](#)
[Returns](#)

Sponsored by RPA Network, Inc.

FINAL PROTOTYPE

[VIEW FINAL PROTOTYPE](#)

GOALS

- 1 Build on homepage content, layout, and flow to create a more welcoming landing page.

Provide a personalized user experience for both new and repeat users.



OUTCOMES

Created a more robust homepage that is friendlier and easier to navigate.

Users are introduced to the personal kit, favorite option, personalized suggestions. Old users are greeted by name, preferences are remembered.

- 2 Cultivate consumer trust by being transparent when collecting and providing information relevant to the user.



Transparency shown in how and where information is collected. The site now confidently displays itself through its about page, product images, and reviews.

- 3 Redesign UI, packaging, and branding concept with a more contemporary look.



Interface is now more intuitive.

Packaging is revamped and simpler, easier to read.

Brand is consistent throughout the products and website, and has a more modern feel.

THANK YOU!

