

S4: Storyboards

Project Description

Our project's purpose is to design a tool that can be used to assist makeup users with purchasing makeup and finding the right products that fit their specific skin type. Our project will help makeup users:

- Know their skin tone and type (combination, acne-prone, dry etc.)
- Find products that match their skin tone, type, and needs
- Share reviews, pictures and videos with the community
- To get inspiration from shared makeup tutorials and product reviews from users with similar skin types
- See allergens listed in different products without information overload
- Find a makeup hub for their needs and be involved in a supportive environment

One of the biggest problems makeup users have is finding the right makeup for their skin tones and being able to see what fits them before purchasing a product.



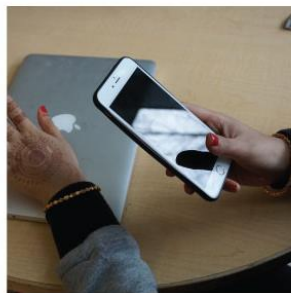
User opens new product



Tests product on skin



Takes picture of makeup tested on self



Uploads image to app



Writes product review on app



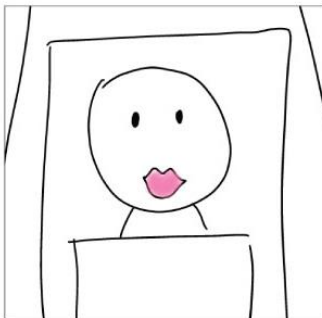
User goes to makeup store with intent of purchasing products



User browses lipstick display, with smartphone in hand



User uses phone app to scan a QR code near the product description



User is able to use app along with their phone camera to preview how the product would look on them



User decides to purchase product based on app preview



User makes purchase