

KINNARI & AISHA PROUDLY PRESENTS

FACE VALUE

CELEBRATE BEAUTY JOY
& WELL BEING.



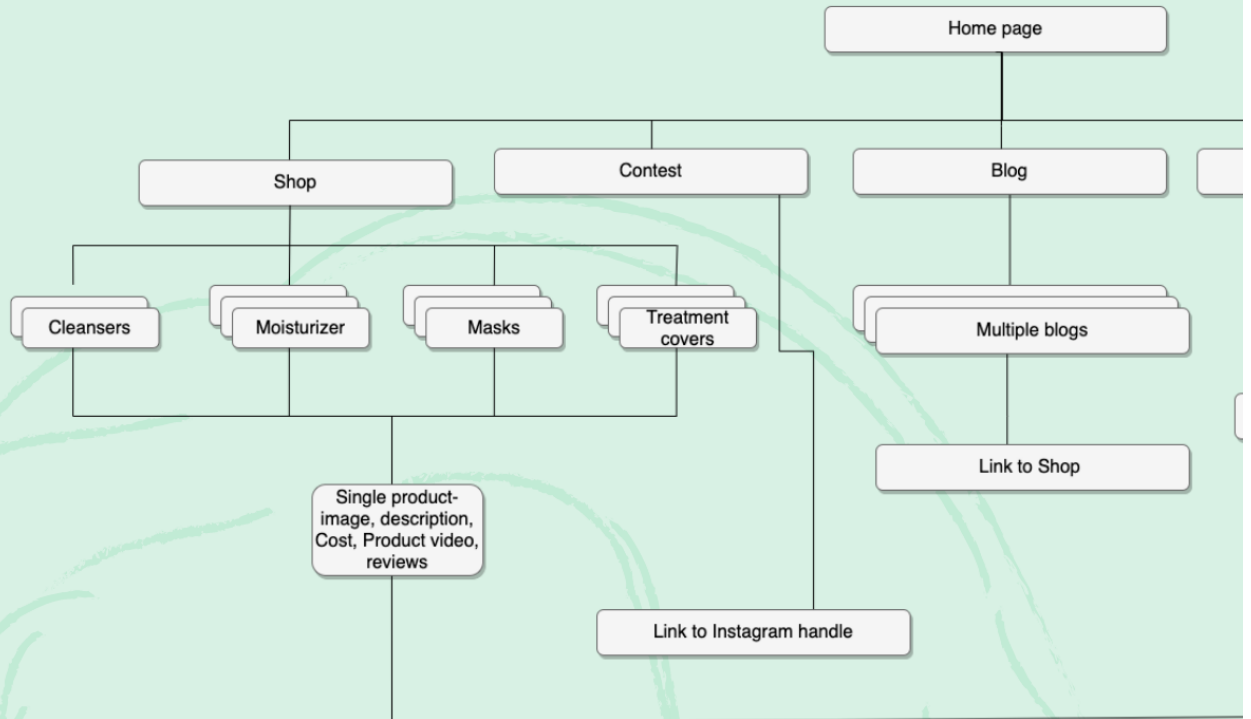
DEVELOPMENT
STAKEHOLDER
DOCUMENTATION

Now available at facevalue.com as well!!
For more details,
call 999-999-9999 or email- info@facevalue.com.

TABLE OF CONTENTS

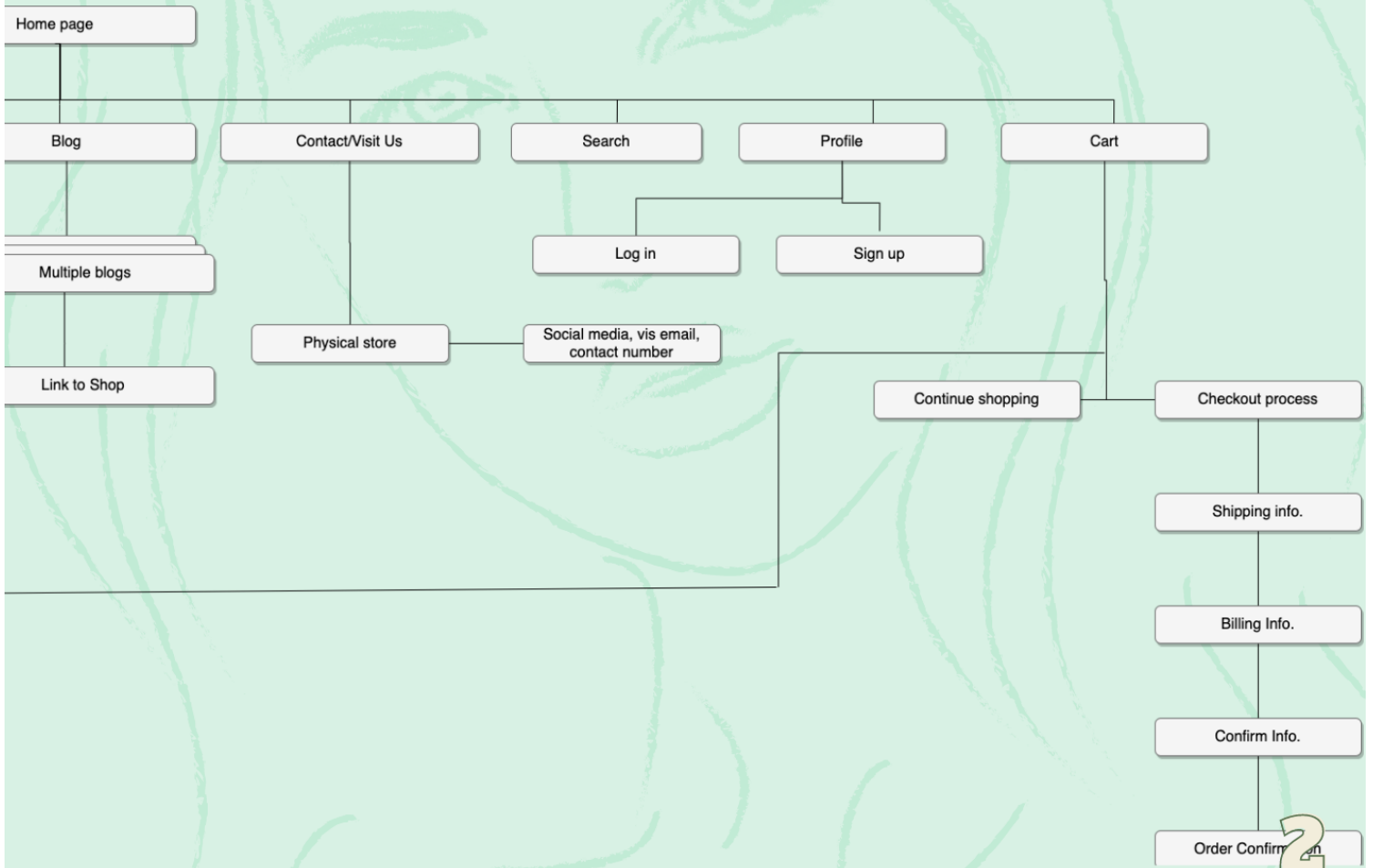
ABOUT	1
SITE PLAN	2
INITIAL PROPOSED NAV SUMMARY	3
BRANDING	4
GENERAL WIREFRAME INSTRUCTIONS	5
WIREFRAMES	
pop-up 1	6
pop-up 2	6
home page on launch	7
home page on regular day	8
shop	9
single product	10
instagram link	11
contest	12
blog	13
contact Us	14
cart	15
log in	15

SITE PLAN



SITE MAP FOR FACE VALUE

- Poojita sure



INITIAL PROPOSED NAVIGATION SUMMARY

If the customer prefers to look up the site organic way, he/she when clicks on the website url, a pop up would open up describing the huge Gift value purchase during the website launch period. If not, the pop up asks the user sign up for an extra 20% discount on the overall purchase. This way it simplifies the work of a developer, saves time and money as it's the same home page with different layouts. Instead of designing 2 different pages just to present the offer on the homepage rather it is laid on a pop up before the home page.

This will be a mobile first and will have a website as well. Mobile first as the majority of the target audience are youngsters who are hugely influenced by social media. Alongside, there are many active instagram users who can be directed to face value websites and can be acquired. Website and browsing and buying cosmetics has been through websites traditionally and one part of the target audience is more accosted and well versed in buying online through websites.

So if it's a mobile, a user can be directed to the website in 2 ways. Firstly, directly through ads on Instagram when clicked they land directly on the product page. Secondly, through the link of the website on google or in Instagram face value page.

It's a website, the user will click on the face value Url. As the website is being newly launched, the user is entertained by huge launching offers with various themes which also increases the retention rate as well as decreasing the churn rate.

Once the user lands on the home page, I intend to keep very minimal items in the primary navigation menu and should be able to easily figure out what they are looking for. This way users would also not be overwhelmed by all the products, services, and various schemes and data offered by the company.

Most of the users scroll down rather than directly navigating themselves to the product they desire to buy. That is the reason I choose to add all the key content on the home page such as products, contest winners, about stores on one page and can be expanded by clicking on it. Initially About us was in the primary navigation but later decided to bring it down to footer as there are other main and imp things showing up on the top navigation.

Even if the users do not decide to scroll there would be more than 4 to 5 navigation items such as shop, contest, blog, about us and so on. Search, login and cart would be the top most navigation right beside the logo and would be fixed throughout the entire website.

BRANDING

Color Scheme



#B0D6C2



#C1EBD5



#D8F1E4



#516D4A



#666666



#222121

Font

Primary type font : Abhaya Libre Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Primary type font : Eczar Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

GENERAL WIREFRAME INSTRUCTIONS

All design elements are responsive.

Screen Size-

Desktop- 1024* 768 pixel

Mobile- 320*480 pixel.

Mobile first design

Wireframe type- Medium Fidelity

All the images for the wireframes would be given at a later time.

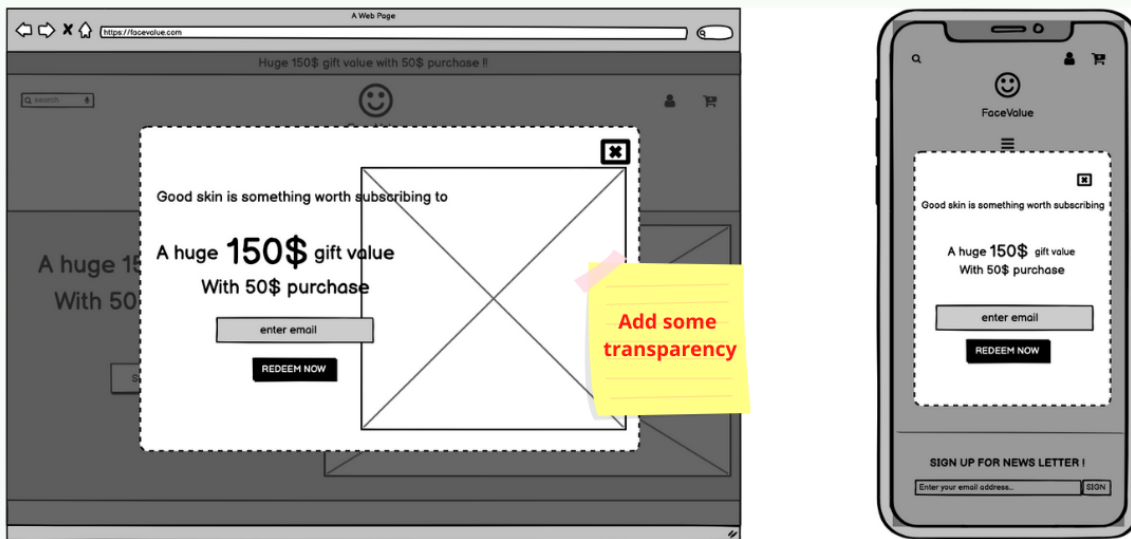
"Please Zoom in to see detailed wireframe"

WIREFRAMES

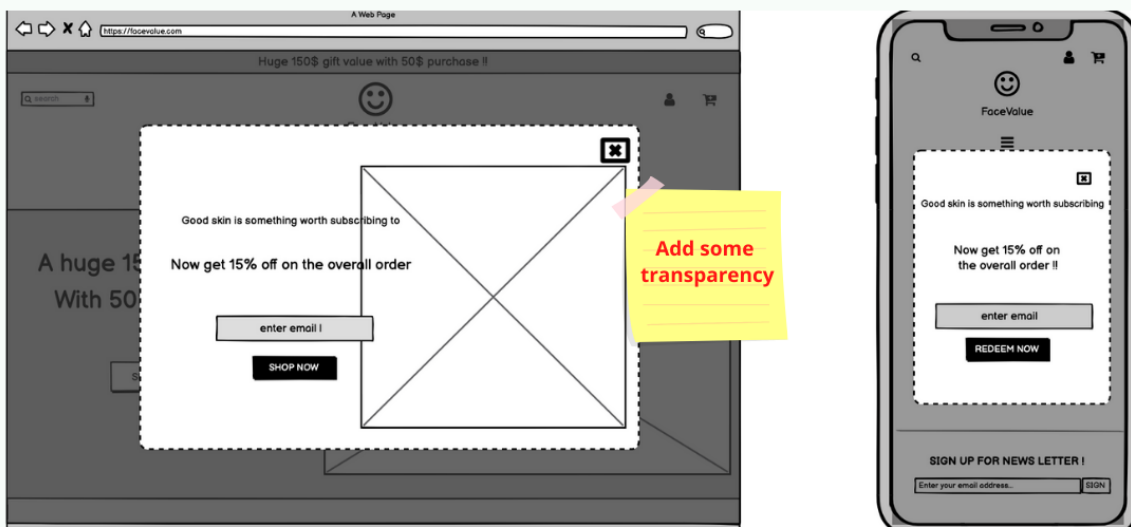
These wireframes are just to get started on general layout

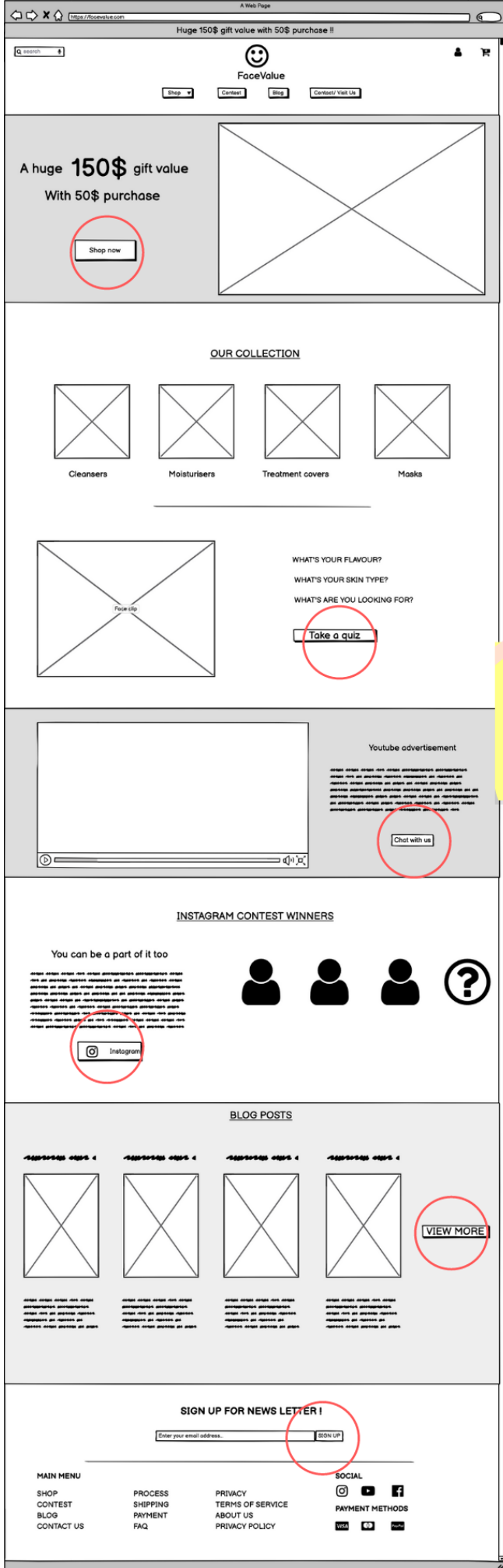
The idea behind this is user when organically searches in google "face value". So, this the first screen that would open before home page.

This Pop up has 3 themes based on the season, if its a holiday or a new year or a regular day and so is the entire website.



When there is no Huge offer a simple, a dialog box with the regular 15% off would be displayed in order to make the user subscribe to the website.





All the text within box are CTA buttons.



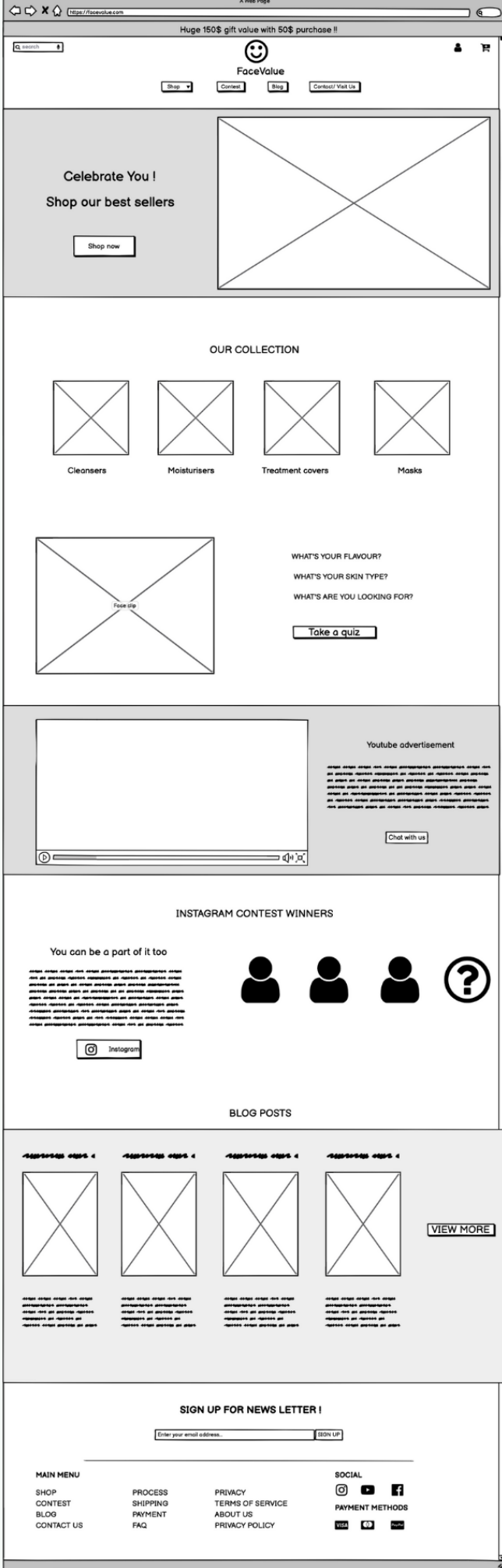
Home page layout during launch with big offer

There are 4 home page designs.

This home page has 3 design layouts that is 3 different themes without an offer day.

- This pages contains the details and links to entire website.

1. It begins with a small quiz if the user is interested to know the most ideal suitable product.
2. Then a face value advertisement.
3. Link to Instagram winners.
4. Blogs written.



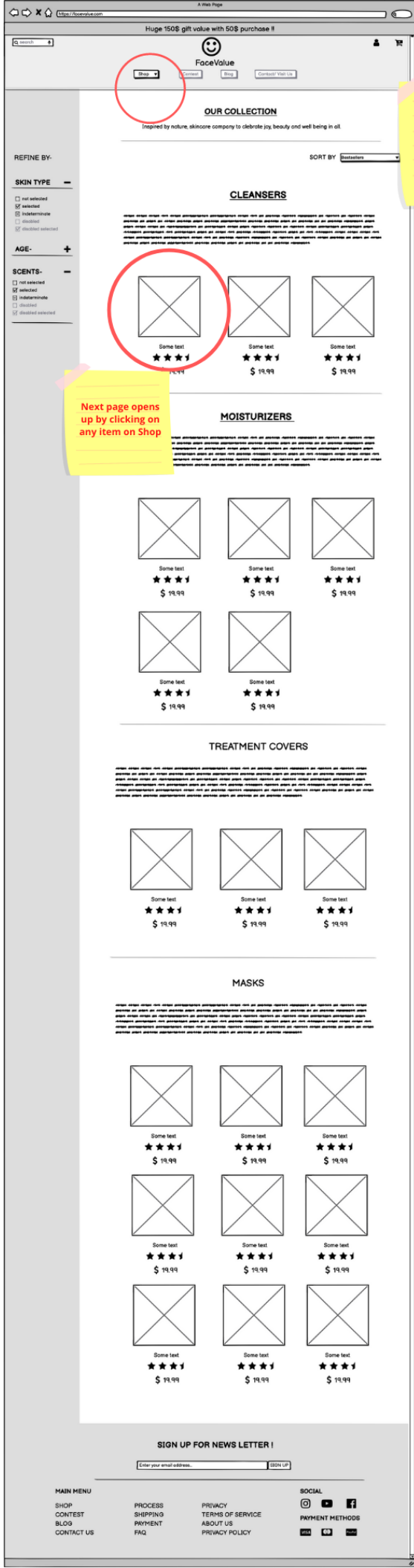
Home page layout on a regular day

There are 4 home page designs.

This home page has 3 design layouts that is 3 different themes without an offer day.

- This pages contains the details and links to entire website.

1. It begins with a small quiz if the user is interested to know the most ideal suitable product.
2. Then a face value advertisement.
3. Link to Instagram winners.
4. Blogs written.



The first nav is Shop. Reduce the opacity of all other 3 buttons on nav.

Next page opens up by clicking on any item on Shop



Shop

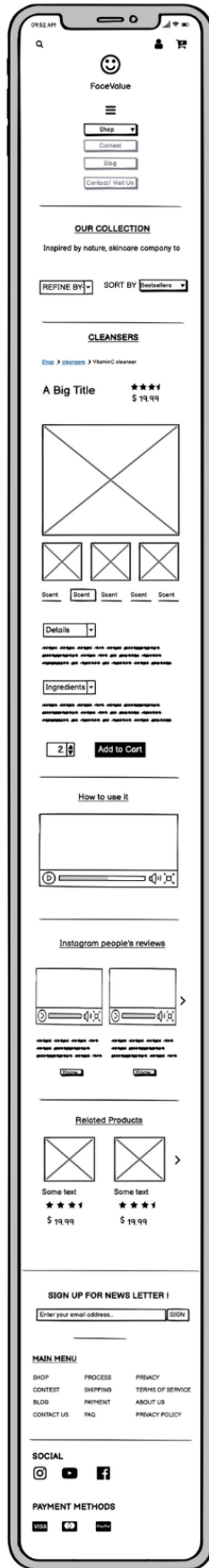
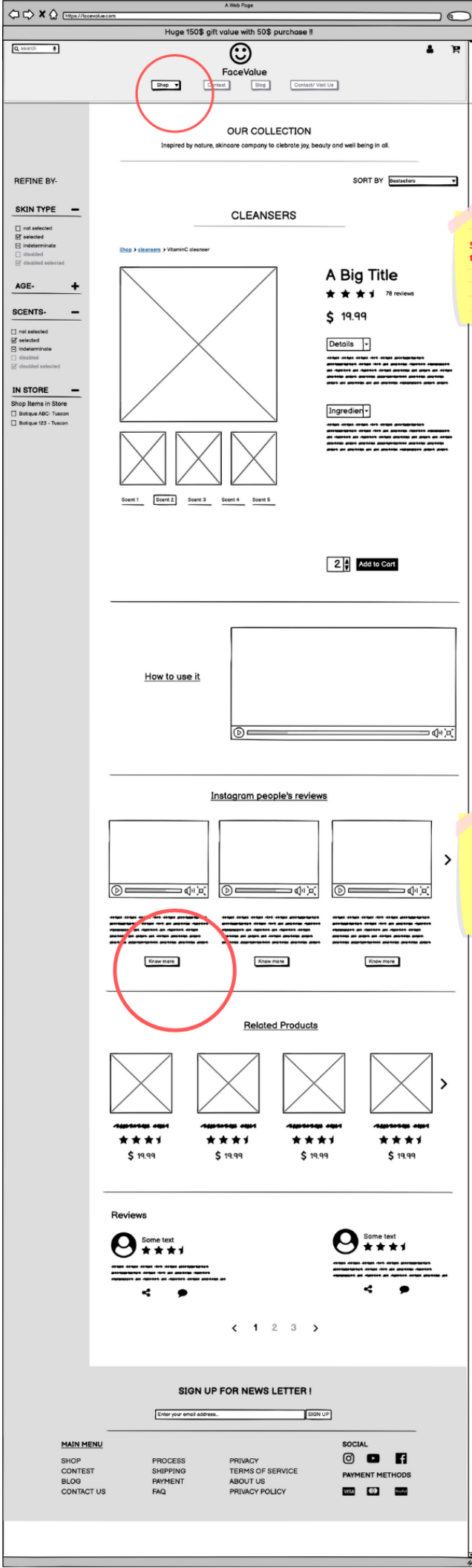
There are total 4 main pages in the top navigation bar.

Shop is the first one.

This is the main page which displays all the categories of products and various filter options to make the search more easy and convenient.

Shop has a drop down menu for all the 4 categories of products that is cleansers, moisturizers, treatments covers and masks.

- Top 3 rows. i.e, top navigation bar.
- Left column



Single product

Shop > Single product

This is a page opens up when a user clicks on a specific product on the "Shop" page. This is a an example for one single product but is same for all products of all categories .

- Every product has 5 scents, and customer can choose the most suitable one.
- Description of product, Ingredients, cost.

- Usability Instructions. (A small video as a video speaks more than a picture).

- One main differentiating factor is the products usage reviews when posted on Instagram by influencers or customers would immediately reflect on the website which makes the user on the website way easy to choose the product and trust the brand.

Fixed while scrolling-

- Top 3 rows. i.e, top navigation bar.

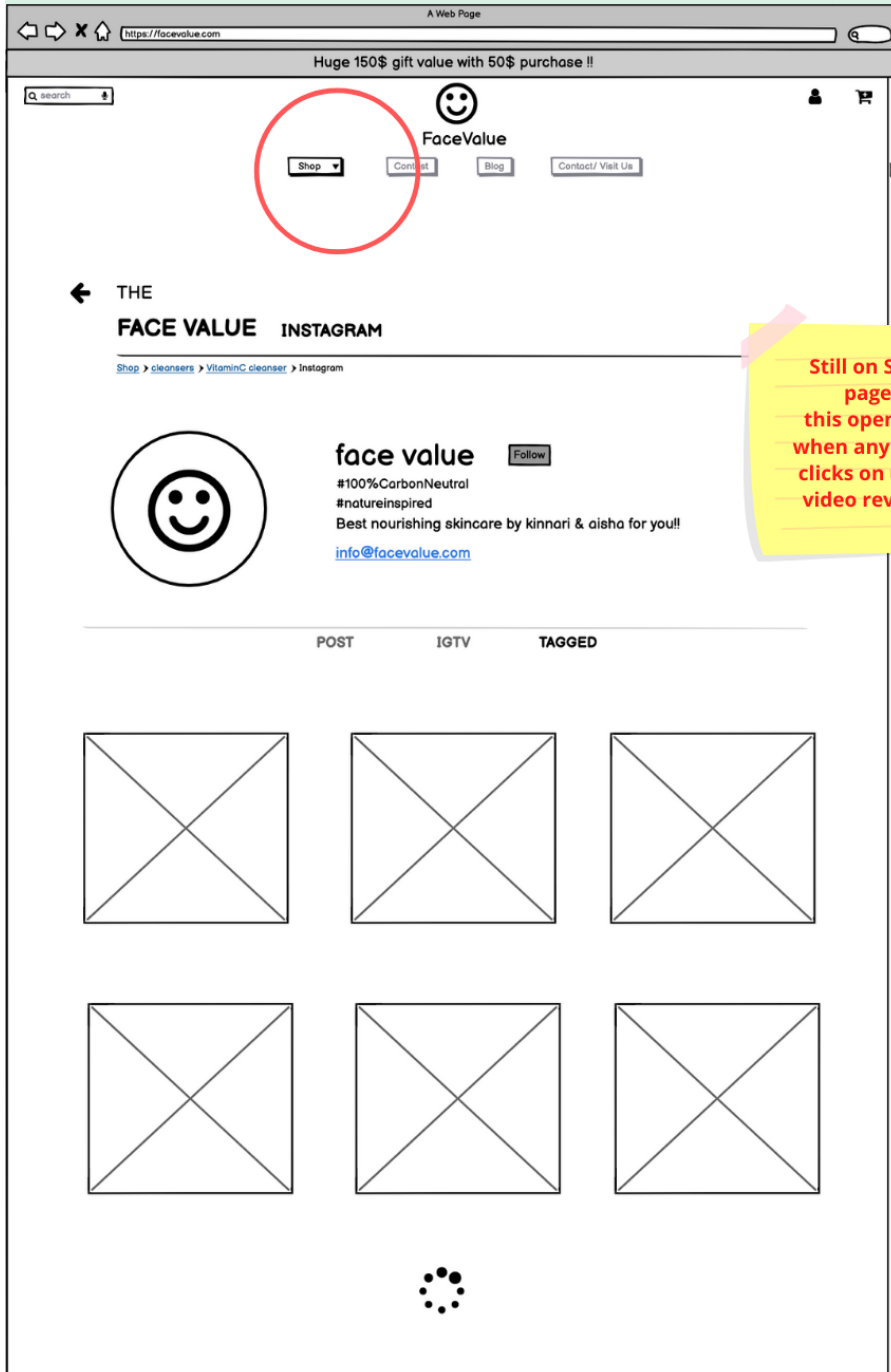
- Left column

Instagram Link

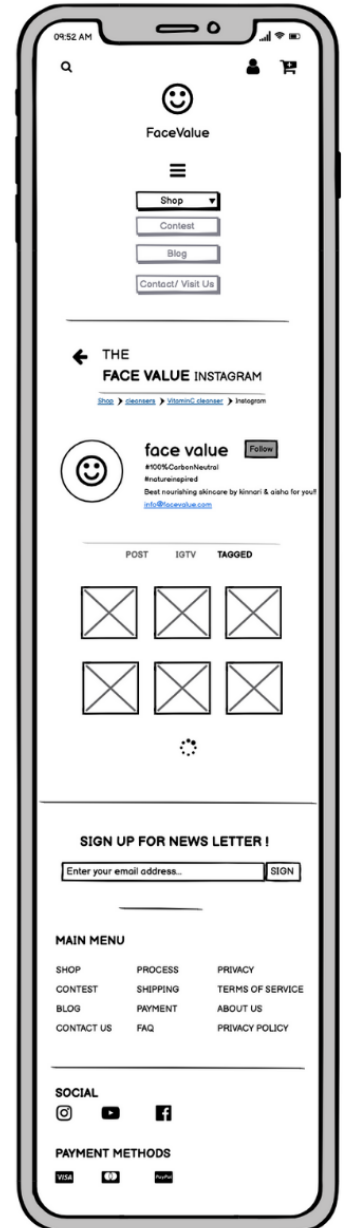
This Instagram link can be provide better insights and keep us the users posted with new updates.

It is provided at 2 places on the website-

1. On the product page is the user wants the visit the check the profile of the reviews to know the progress.
2. To be a part of monthly instagram process.



Still on Shop page- this opens up when any users clicks on users video reviews



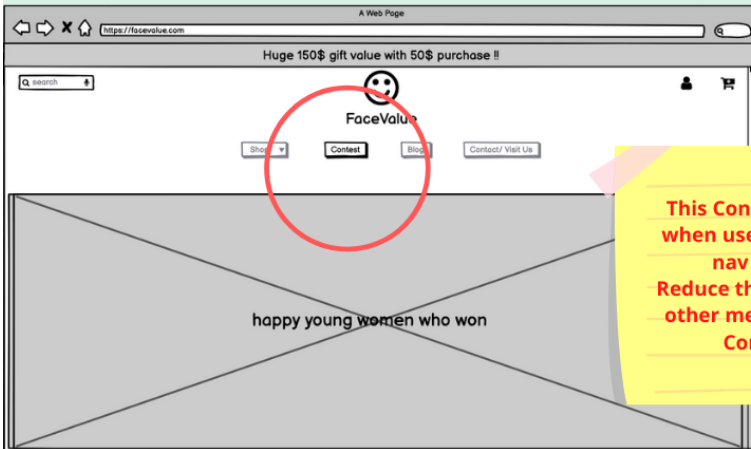
There are total 4 main pages in the top navigation bar- Contest is 2nd one.

Contest

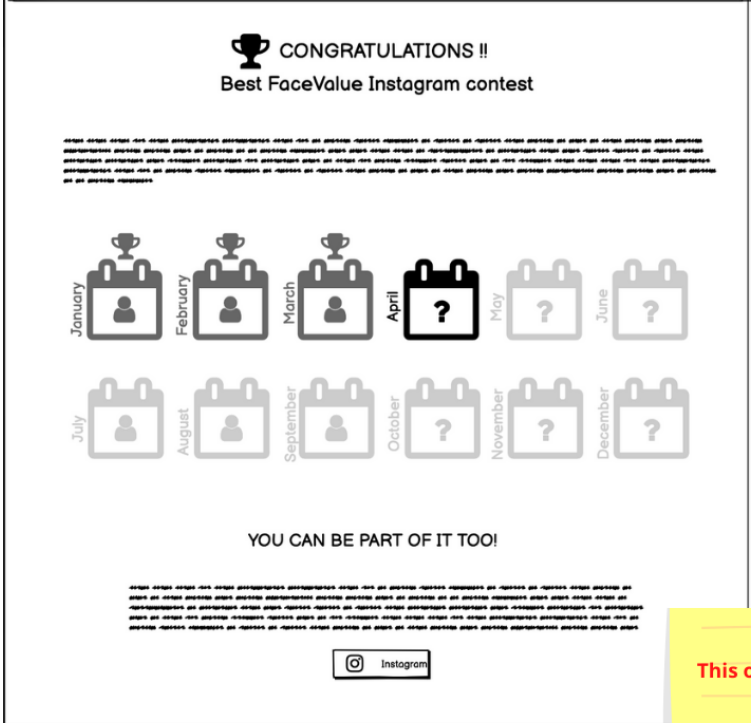
Face Value proudly presents the winners of monthly instagram contest.

There are 3 happy winners and 4th month decision is yet to be made.

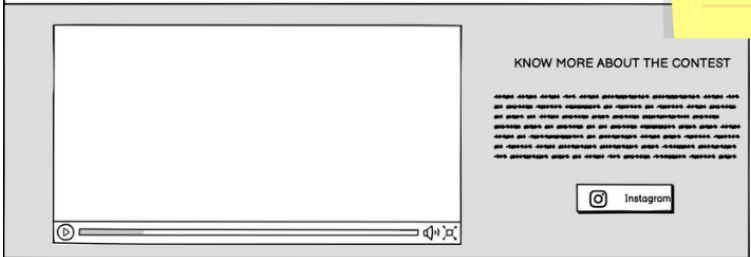
An instagram link is provided to check out or participate in the contest.



This Contest, opens when users clicks on nav menu. Reduce the opacity of other menus except Contest.



This opens up instagram as well.

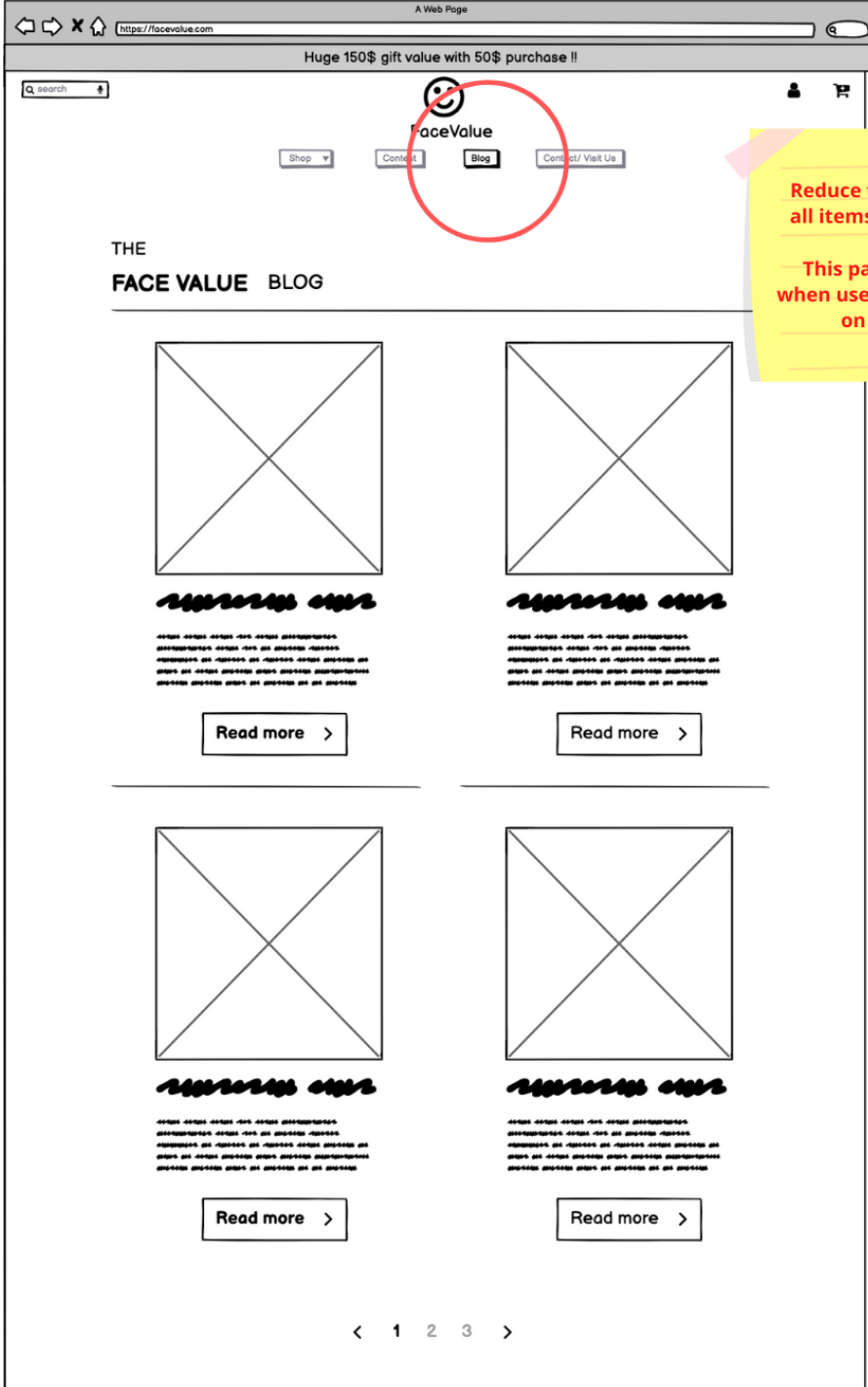


There are total 4 main pages in the top navigation bar.

Blog

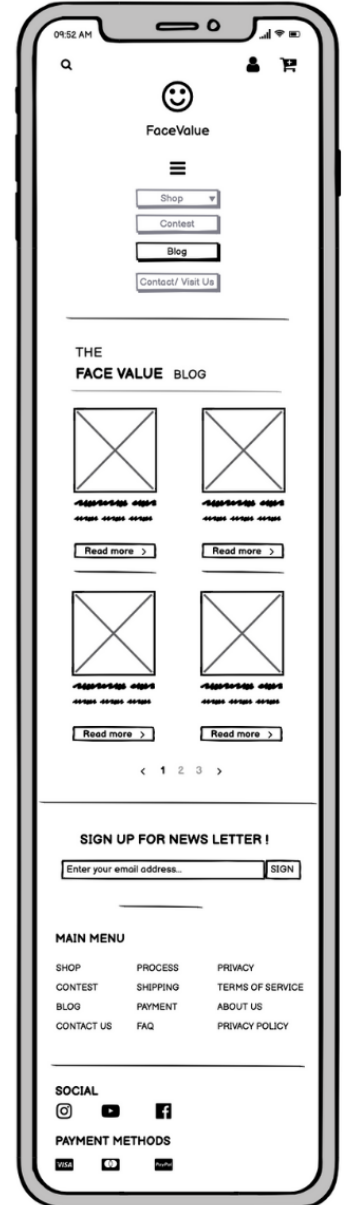
Blog is 3rd one.

This page gives the list of all the blogs to keep the users posted about the benefits of the their products, new skincare updates and many more.



Reduce the opacity of all items except blog.

This page opens up when user clicks on blog on nav bar.

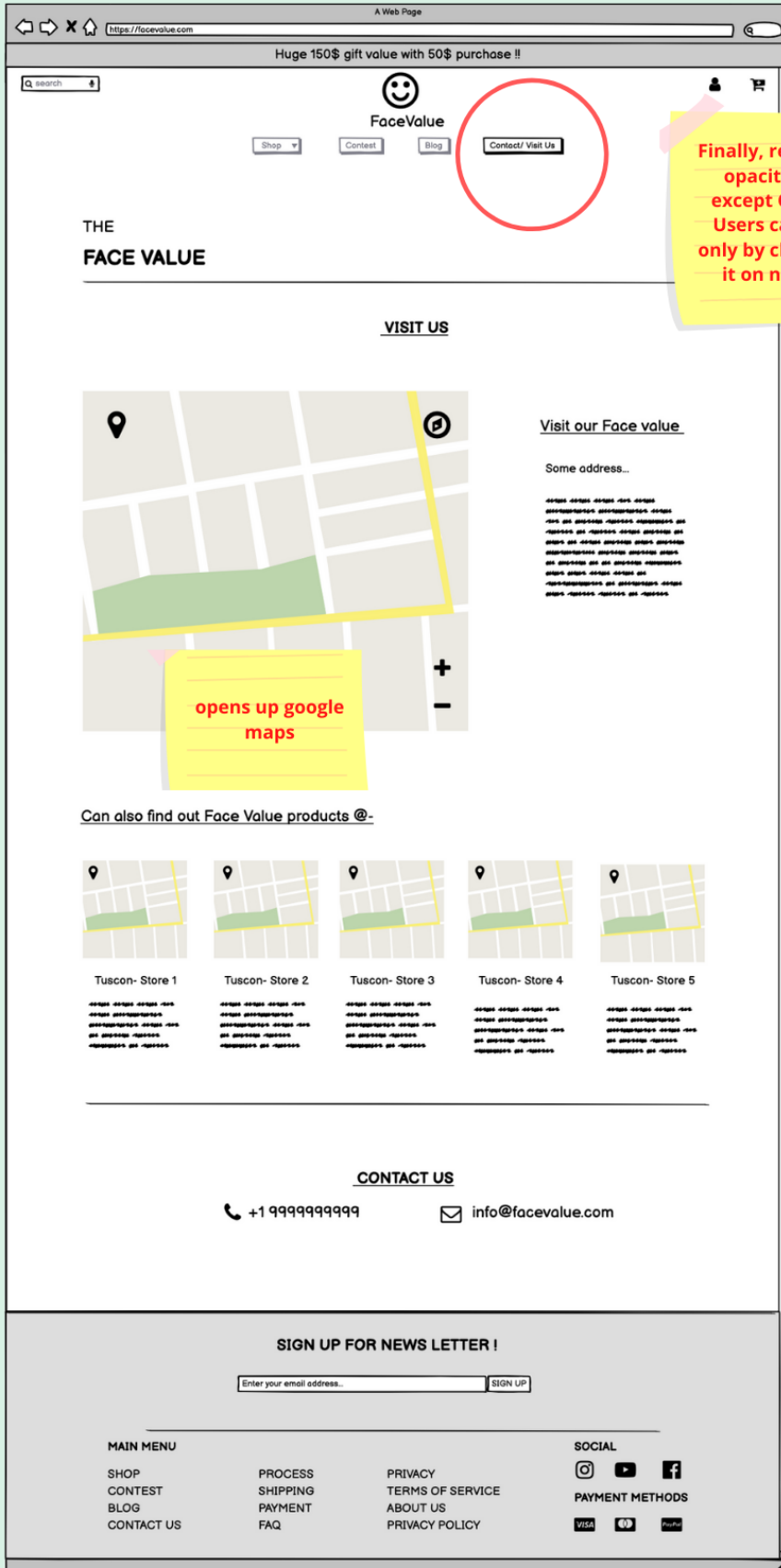


There are total 4 main pages in the top navigation bar - Contact/Visit Us is 3rd one.

Contact/ Visit Us

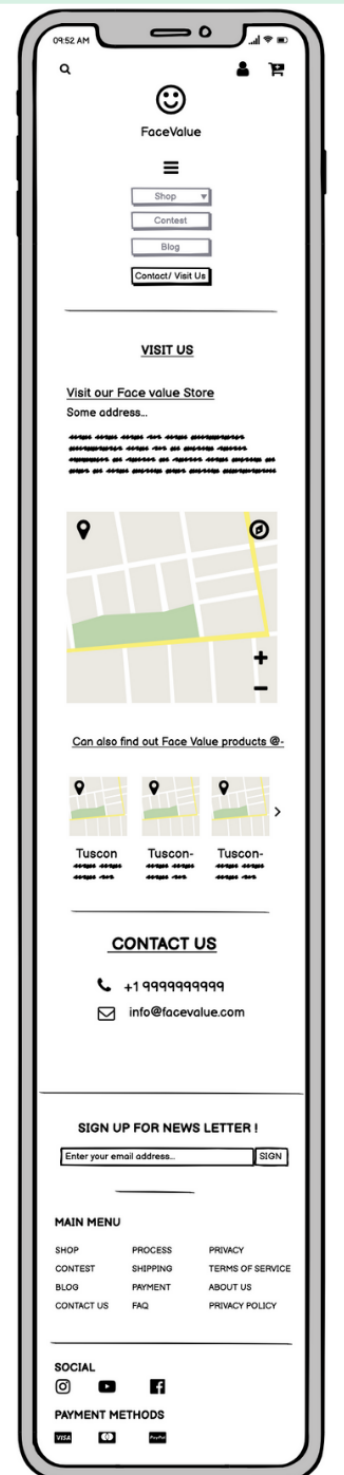
Finally, Face Value has been functioning for past 4 years. They have been selling at various boutique stores in Tucson.

This page directs the users to get in touch with the company or their products.

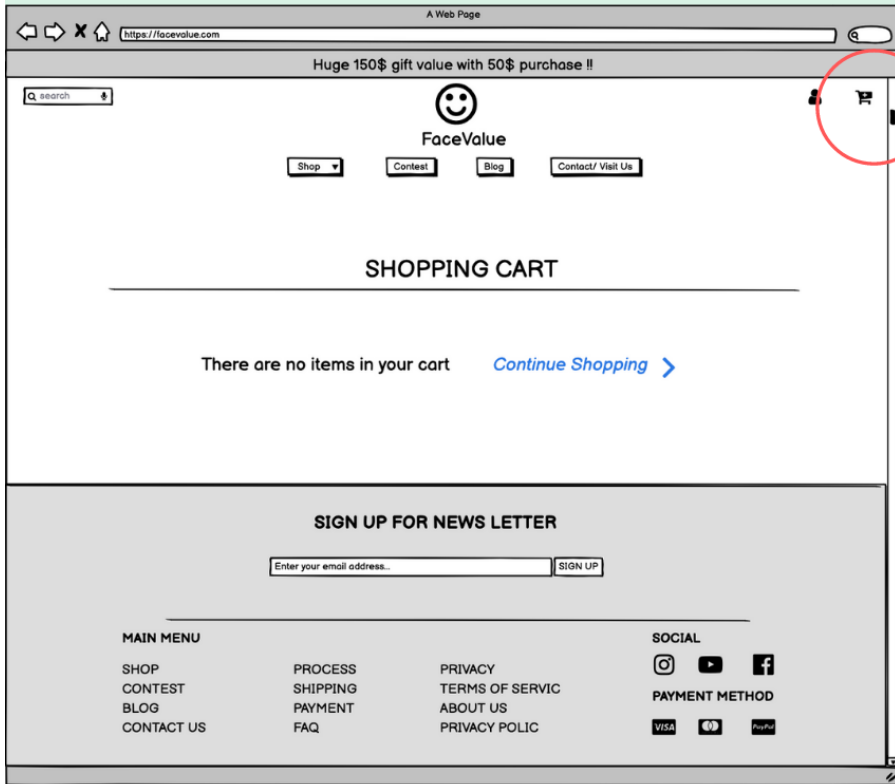


Finally, reduce the opacity of all except Contact. Users can open only by clicking on it on nav bar.

opens up google maps



Cart



Log In

