

KINNARI & AISHA PROUDLY PRESENTS

FACE VALUE

CELEBRATE BEAUTY JOY
& WELL BEING.



BUSINESS
STAKEHOLDER
DOCUMENTATION

Now available at facevalue.com as well!!

For more details,
call 999-999-9999 or email- info@facevalue.com.

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OBJECTIVE

Who am I? A designer who is working in house for small company
"Face value"

My role

- Plan and design the best website.
- Develop business Stakeholder Document.
- Develop Development Stakeholder document.

GOAL

Expanding this nature-inspired skincare business from brick and mortar to the online market. The main goal would be obtaining new customers online especially through Instagram, e-commerce websites.

PROJECT BRIEF PROVIDED

Founders- Kinnari and Aisha

Specialty- 100%carbon neutral, certified B corporation, nature inspired, celebrate joy, beauty, well being.

Products Sold- Cleansers, moisturizers, masks, treatment covers.
5 aromatherapy scents for each product.

Skin types- All skin types from dry to oily, also for anti aging.

Business- Selling at various boutiques at Tucson for 4 years.

Marketing- Primary source through Instagram, existing beauty blog.

TARGET AUDIENCE

Face value has been hugely influenced by Universal Design principles. According to Statista 67% of the women and 37% of men use skincare products every day.


The SOM (Serviceable addressable market) is roughly 30k customers which are 67% of the girls above 20 years and 37% of the men above 25 years residing in Arizona.

The SAM (Serviceable addressable market) is 100k which is 67% of the girls above 20 years and 37% of the men above 25 years residing in the United States.

PERSONAS

There are few personas I have worked on. This is one a sample which is close to target user. other persona would be sent within next 2 weeks.

Mary- a freshman



"Beauty isn't about having a pretty face its about having pretty makeup"

Age: 20
Work: student
Family: Single, living with roommates
Location: New York
Character: Jovial, extrovert

Personality

| | |
|-----------|------------|
| Introvert | Extrovert |
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

Bio

Mary just joined college is such excited about her life there. She is a fashion designer who is passionate about makeup, her style, clothing, and most importantly body.

Goals

- Stay thin and sexy
- Get a boyfriend
- Make more connections and be a social influencer.
- Be popular among her friends.
- Organize more parties.

Frustrations

- Doesn't like when she puts on weight.
- As she is in her teen age more prone to acne on skin which frustrates her.
- Mary loves partying as a result she puts on a lot of make up which effects her skin.

Motivation

| | |
|-----------|------|
| Incentive | Low |
| Fear | Low |
| Growth | High |
| Power | Low |
| Social | High |

Brands & Influencers

Instagram, Snapchat

Preferred Channels

| | |
|------------------------|------|
| Traditional Ads | Low |
| Online & Social Media | High |
| Referral | High |
| Guerrilla Efforts & PR | Low |

Characteristics

Young and dynamic, Party freak, Hyper, Energetic, Sleeps late, Rarely stays at home

USER STORIES

User1 (Mary)- The current users are mostly available and active on Instagram. One of the major sets of users can be targeted through Instagram. Mary, who is 25 years old, sees her friend post a timelapse video of using face cleaner for a week and gets intimidated by the results and gets curious about the product. She googled up the name- face Value, opened the 4th or 5th link as there are many links with similar names (She is highly curious about the product and made her dig 4-5 different links) making her primary user. She types face cleaner in the search bar and sees the list of all products and similar searches. As she knows the result she orders the products having enough confidence that it will keep her skin happy.

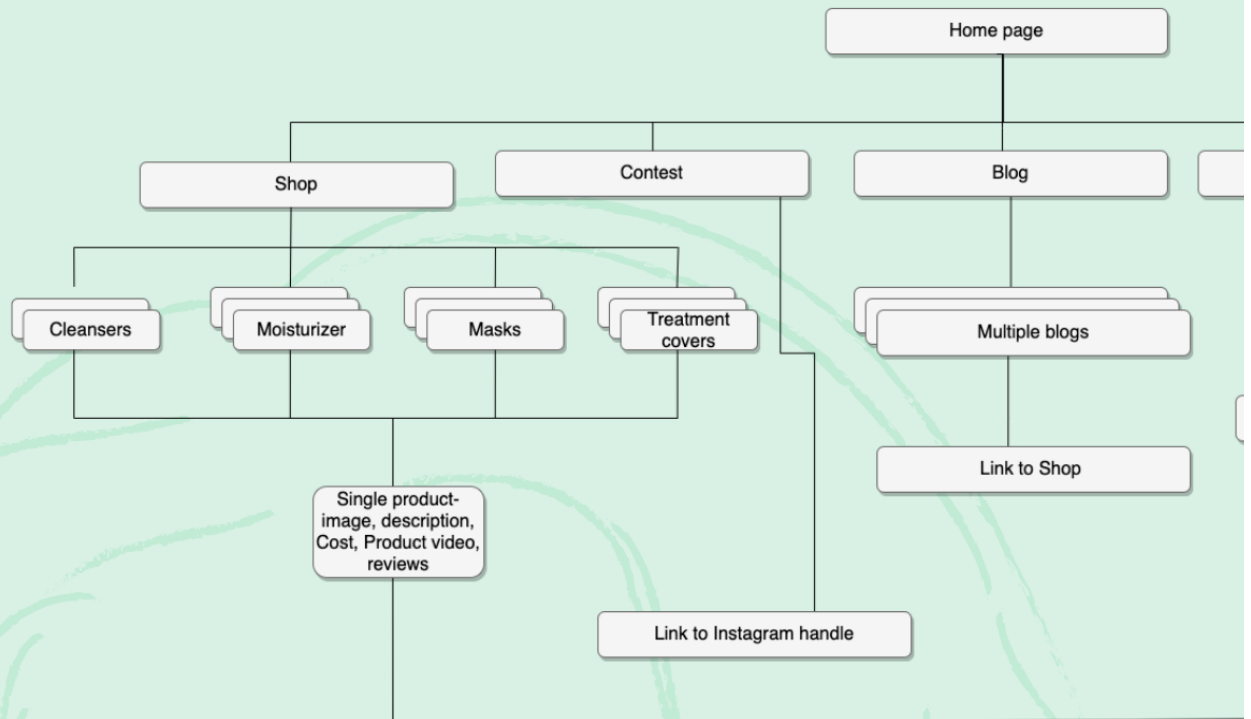
User 2 (Mary's Mom - Seema)- Seems to see Mary use the product and like the results on her daughter. She decided to explore and see what Face Value offers. Once she logs on the website, she comes across anti-aging products that excite her. She is very unsure if the products which worked on her daughter will work on her. That's when she sees something different than what other websites offer. She gets to see the videos of other aged ladies using these products on the website. This makes her believe in the product. Which makes another new age group being future users.

User3 (Sam)- Sam comes across a FaceValue advertisement on Youtube. Being a guy it's quite rare he would follow female instant influencers or female product users, hence making him aware of the product through Youtube. He is surprised seeing skincare products designed specifically for men too. Being a male with oily skin and a heavily bearded man, she could find sprays and not just lotions. He ordered the new set immediately from the website.

User4 (Pepe)- Pepe is an Industrial professor at ASU who is 60 years old. There is no way normally he would have come across this company, but considering the current situation, he is in search of masks. He came across FaceValue masks which were selling "masks- which keeps the mouth and face fresh" at a Pharmacy located in Tucson.

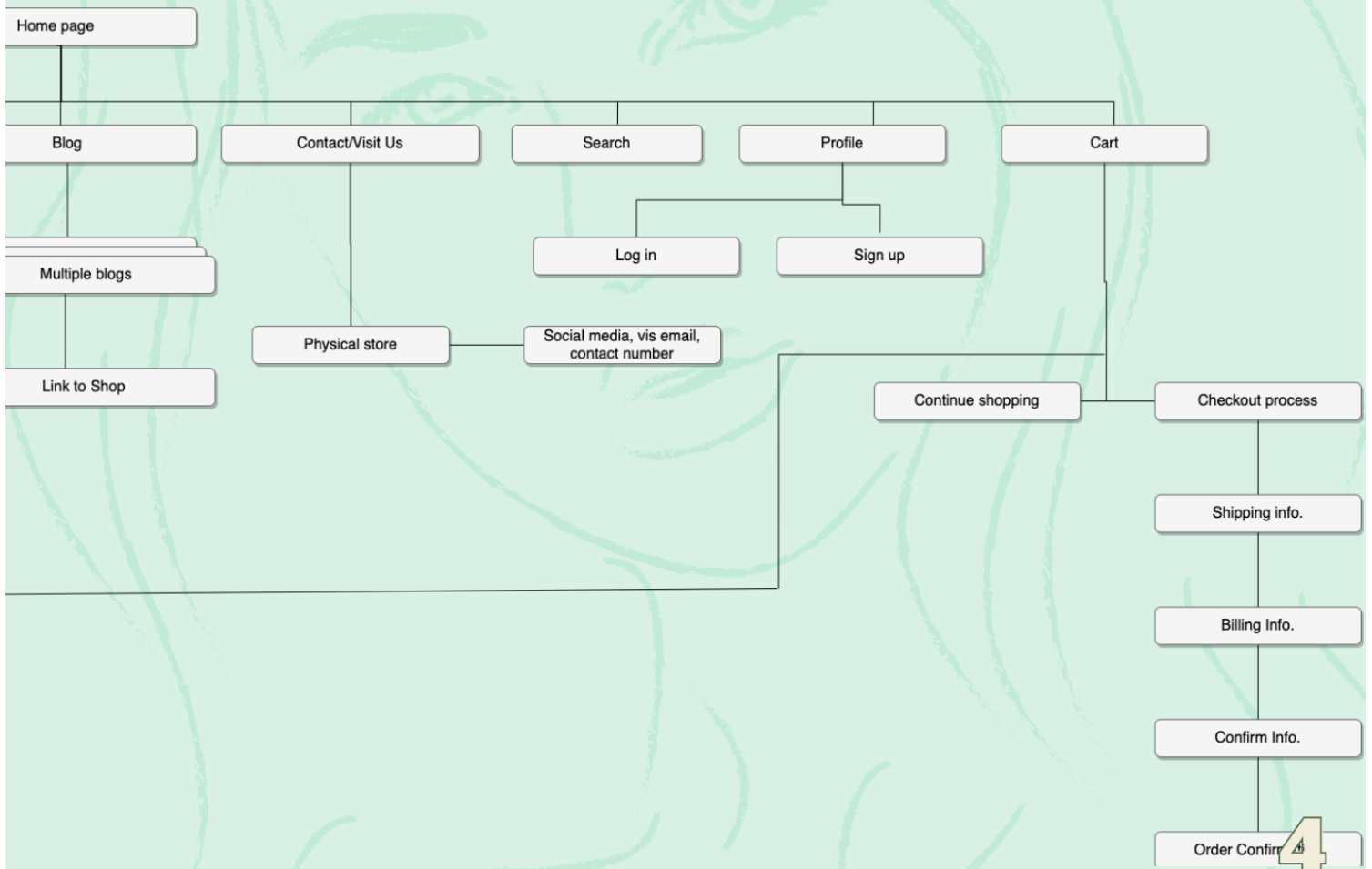
User 5 (Pepe's daughter)- She liked the idea of naturally scented masks and explored the website, and placed an order for various products including oils for the face, cleansers, and many more. She placed in the cart and placed an order for herself, mom, and dad.

SITE PLAN



SITE MAP FOR FACE VALUE

- Poojita sure



WIRE FRAMES

These wireframes are just to get started on general layout

These schematically represent the proposed concept and layout design without the visual element.

Mockups which are high fidelity along with visuals and interactions would be provided after 2 weeks.



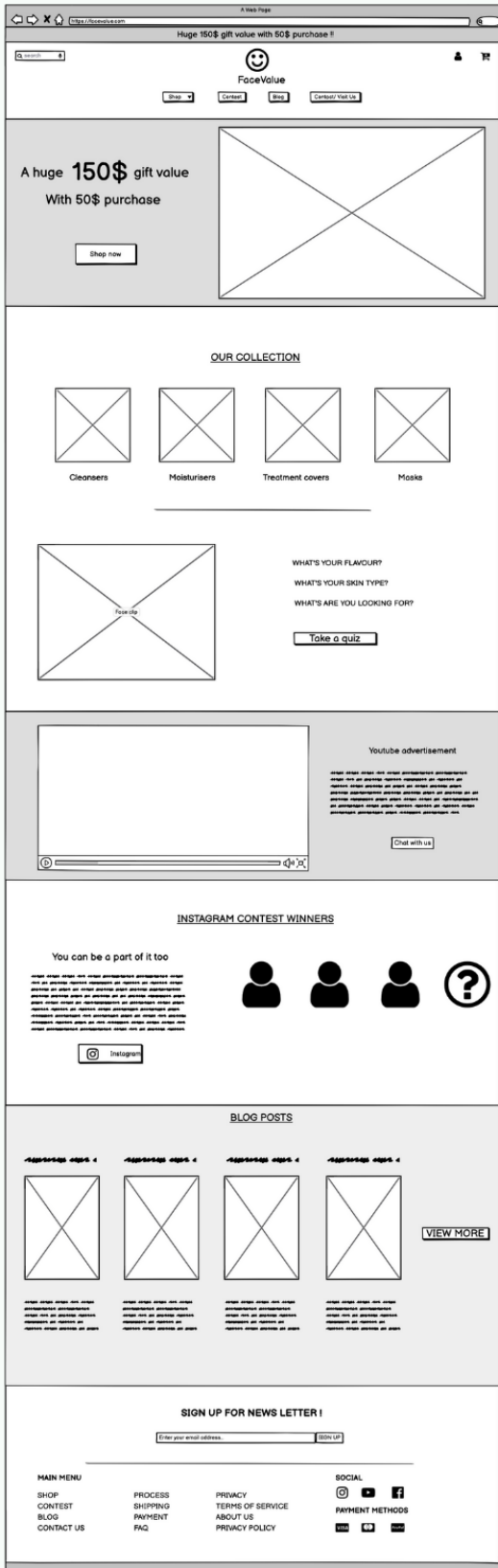
This is a pop up which would open up when the user lands on the Face Value website through any way such as referral, direct, search, social or mail.

A pop up would open up, enticing the users to subscribe by presenting them with the wonderful offer.

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.

WIREFRAMES

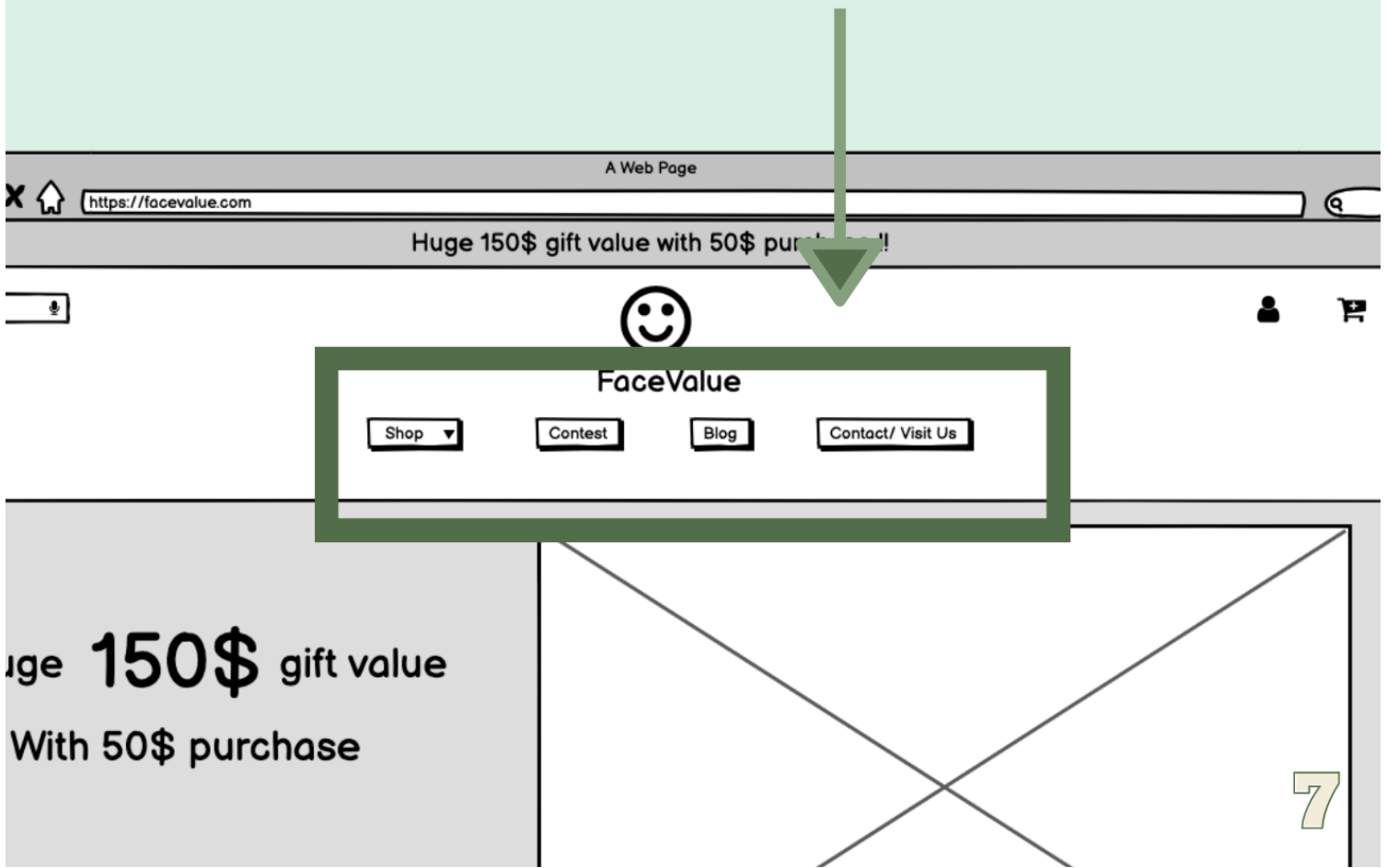
Home page layout

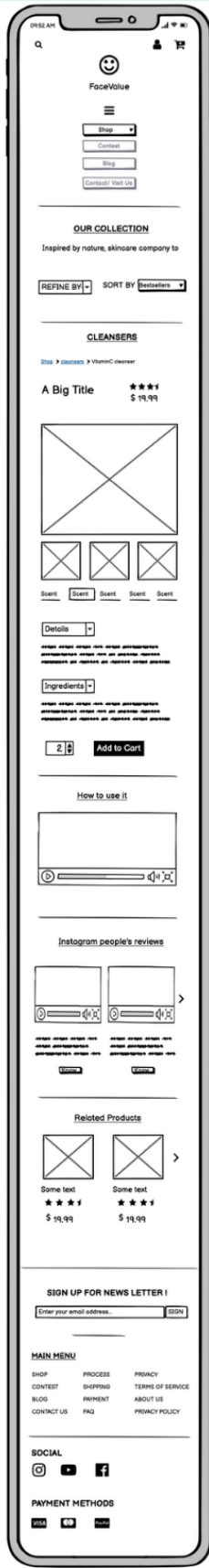
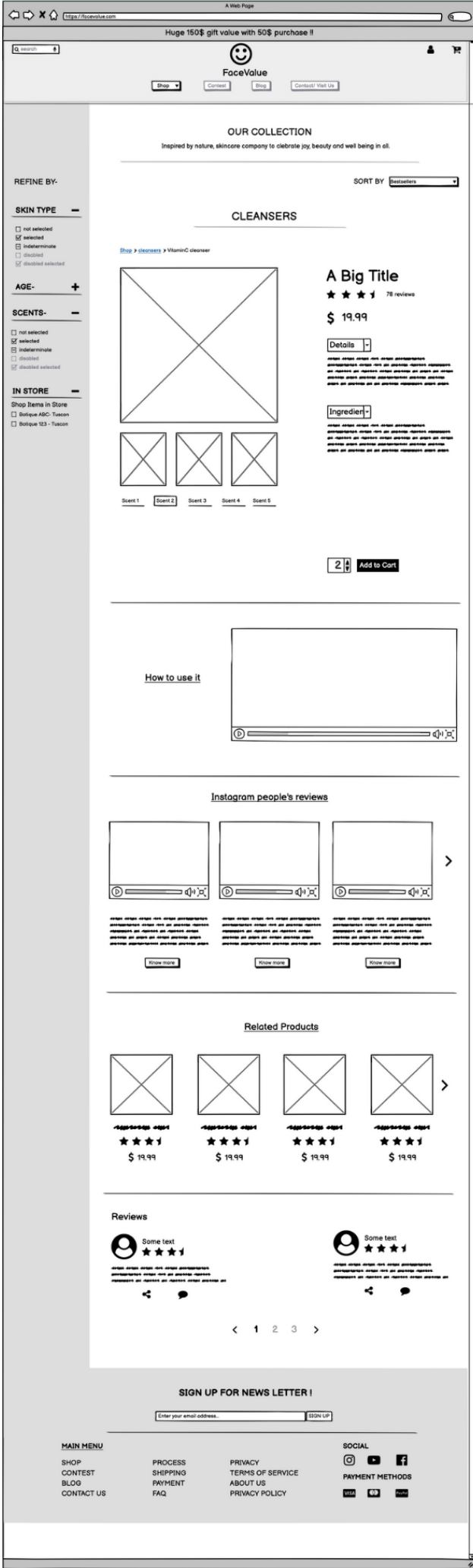


Deciding navigation menus-

Organized in logical sequence-

- **Shop first** as it clearly communicated the purpose of website.
- **Contest second** as it promoted the keeps the users exited and engaged. Adds an element of surprise to the website. makes users visit back again to check out winners and their status.
- **Blog indicates** the research and prior establishment of the company.
- Research showed many shoppers look for the **physical location** of the nearest store as a major task.



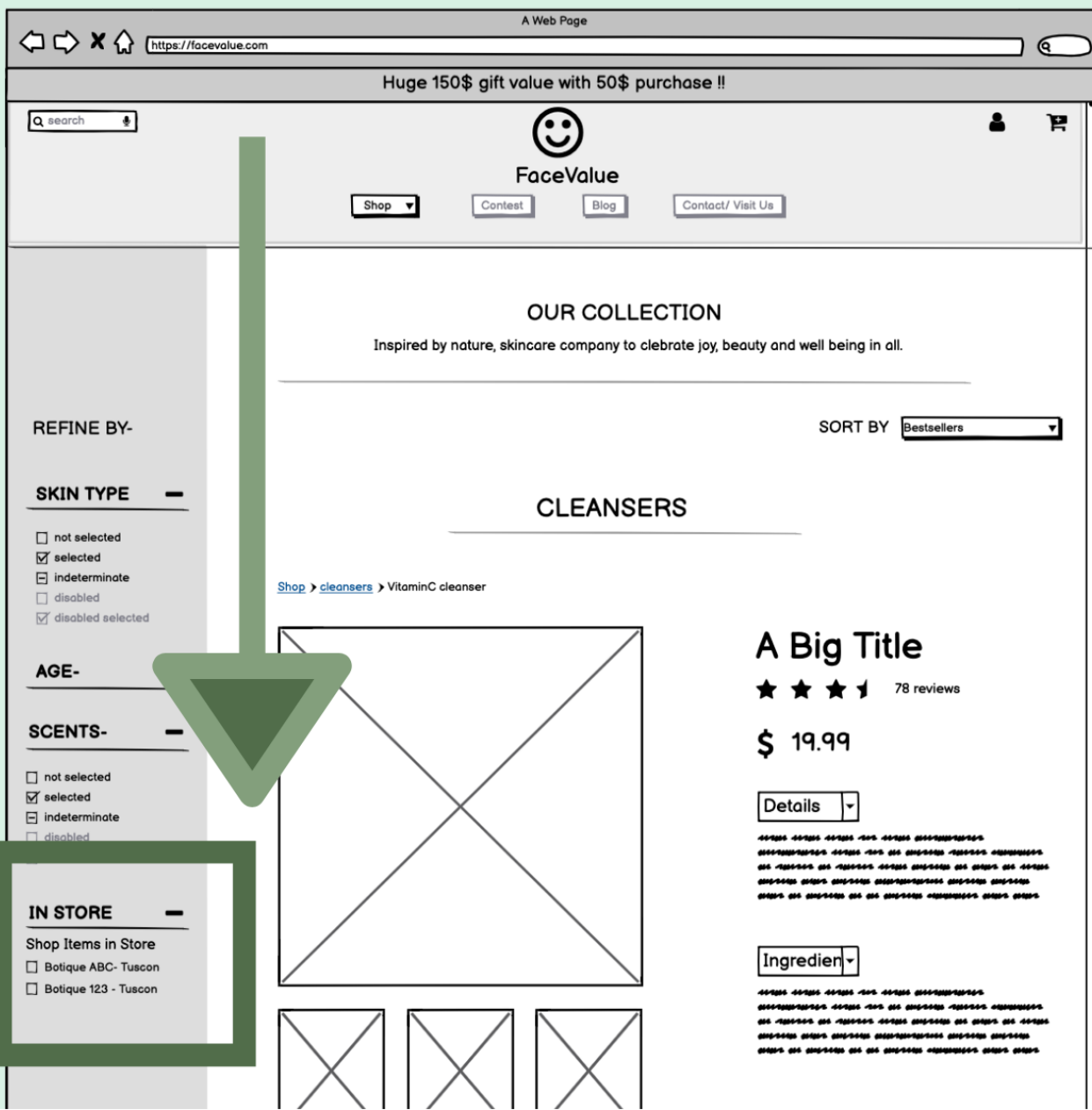


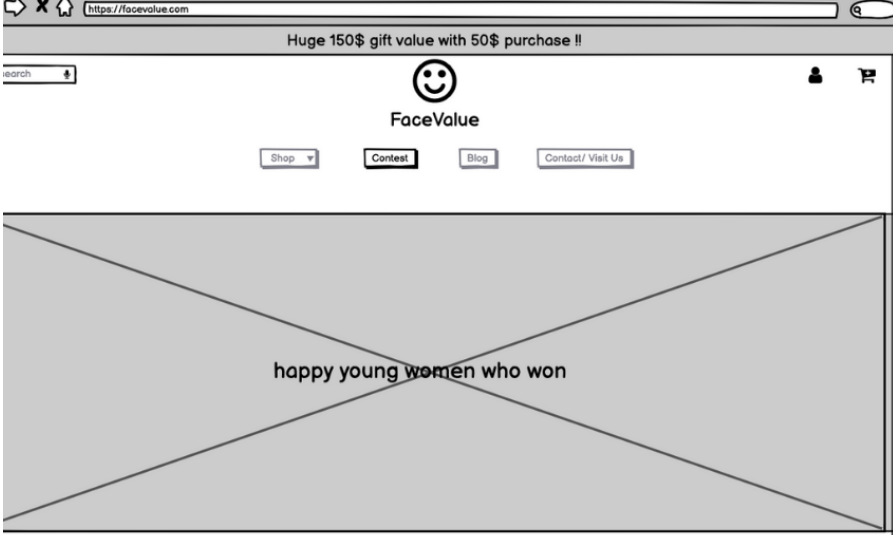
Product page layout

Strategy to bring existing users on the platform-

Online-Offline Combo-

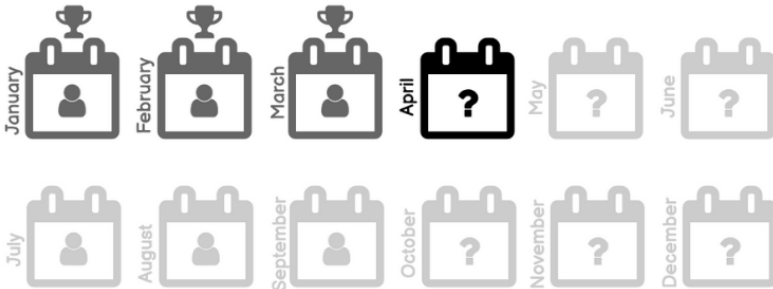
This is one the the key feature as its a new website, many existing users are who buy in store. This creates familiarity. Also beneficial for people who research online and prefer buying in store. This is to bring the existing users getting used to online shopping.





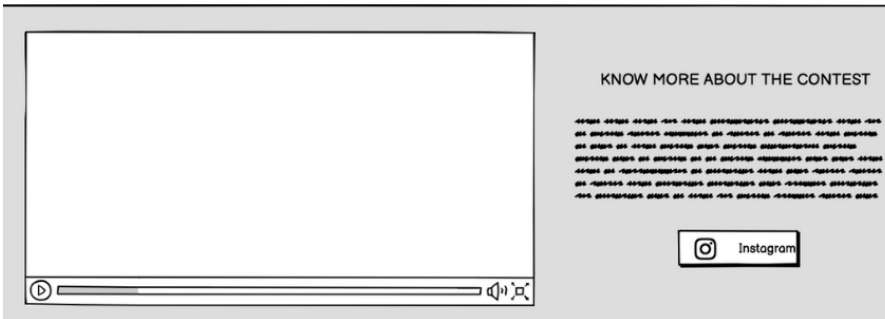
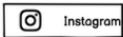
CONGRATULATIONS !!
Best FaceValue Instagram contest

CONGRATULATIONS !! Best FaceValue Instagram contest



YOU CAN BE PART OF IT TOO!

YOU CAN BE PART OF IT TOO!



SIGN UP FOR NEWS LETTER !

Enter your email address...

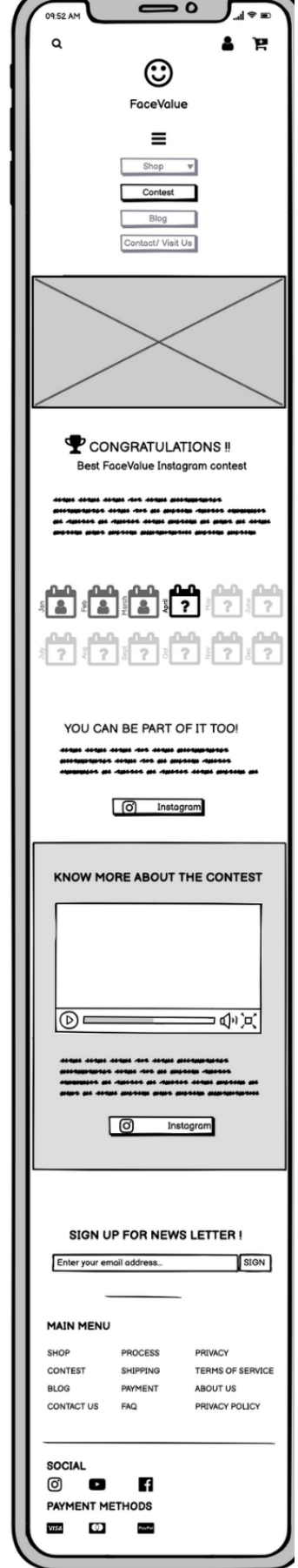
MAIN MENU

- SHOP
- CONTEST
- BLOG
- CONTACT US

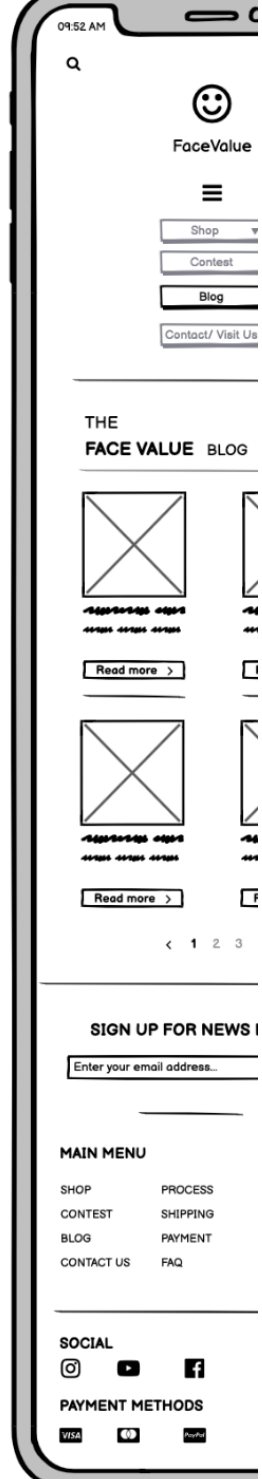
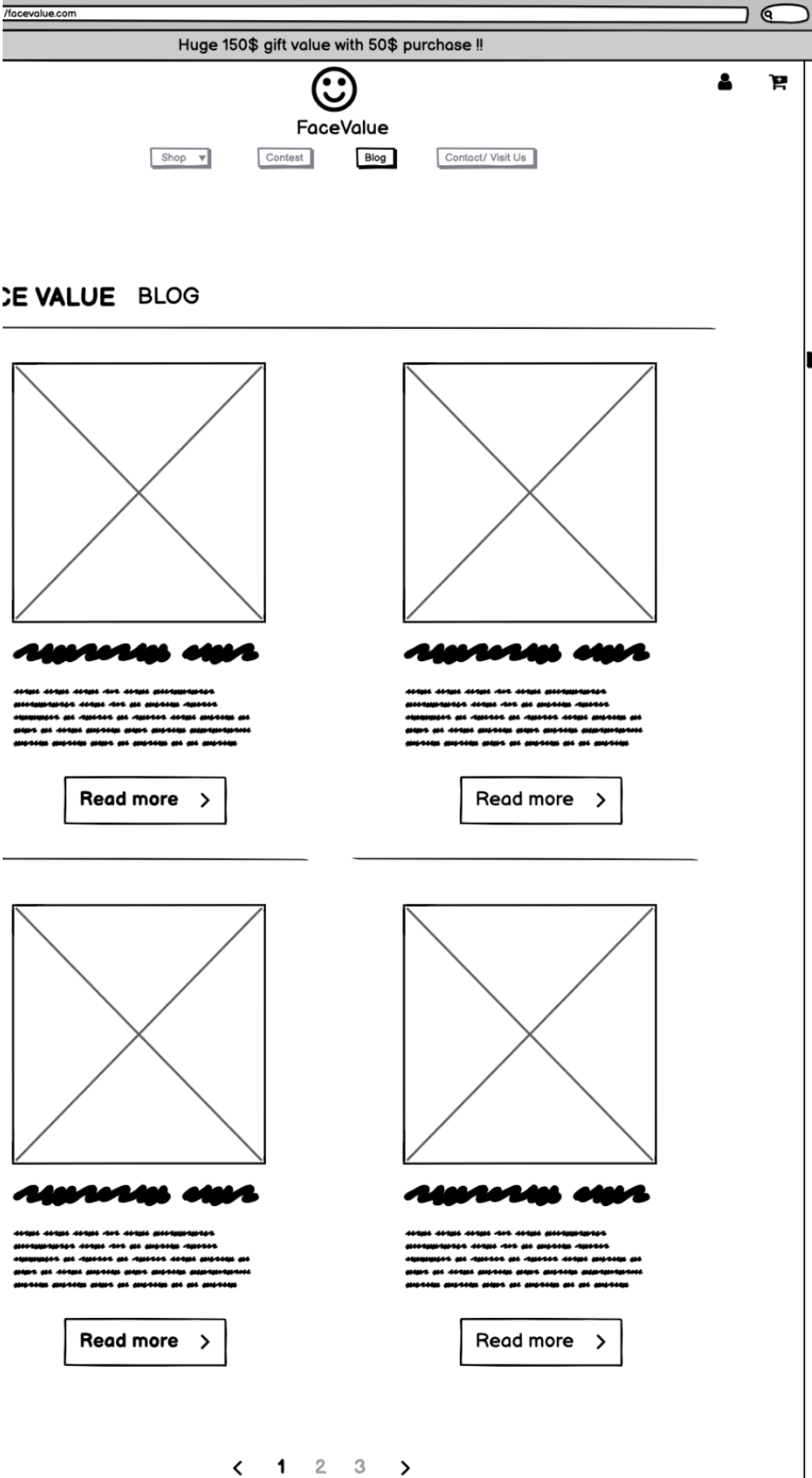
- PROCESS
- SHIPPING
- PAYMENT
- FAQ

- PRIVACY
- TERMS OF SERVICE
- ABOUT US
- PRIVACY POLICY

SOCIAL

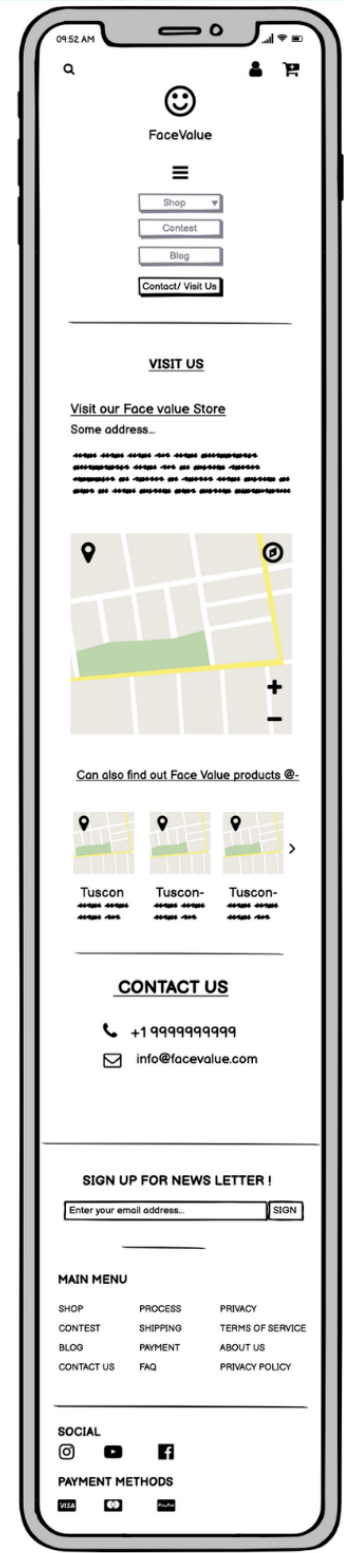
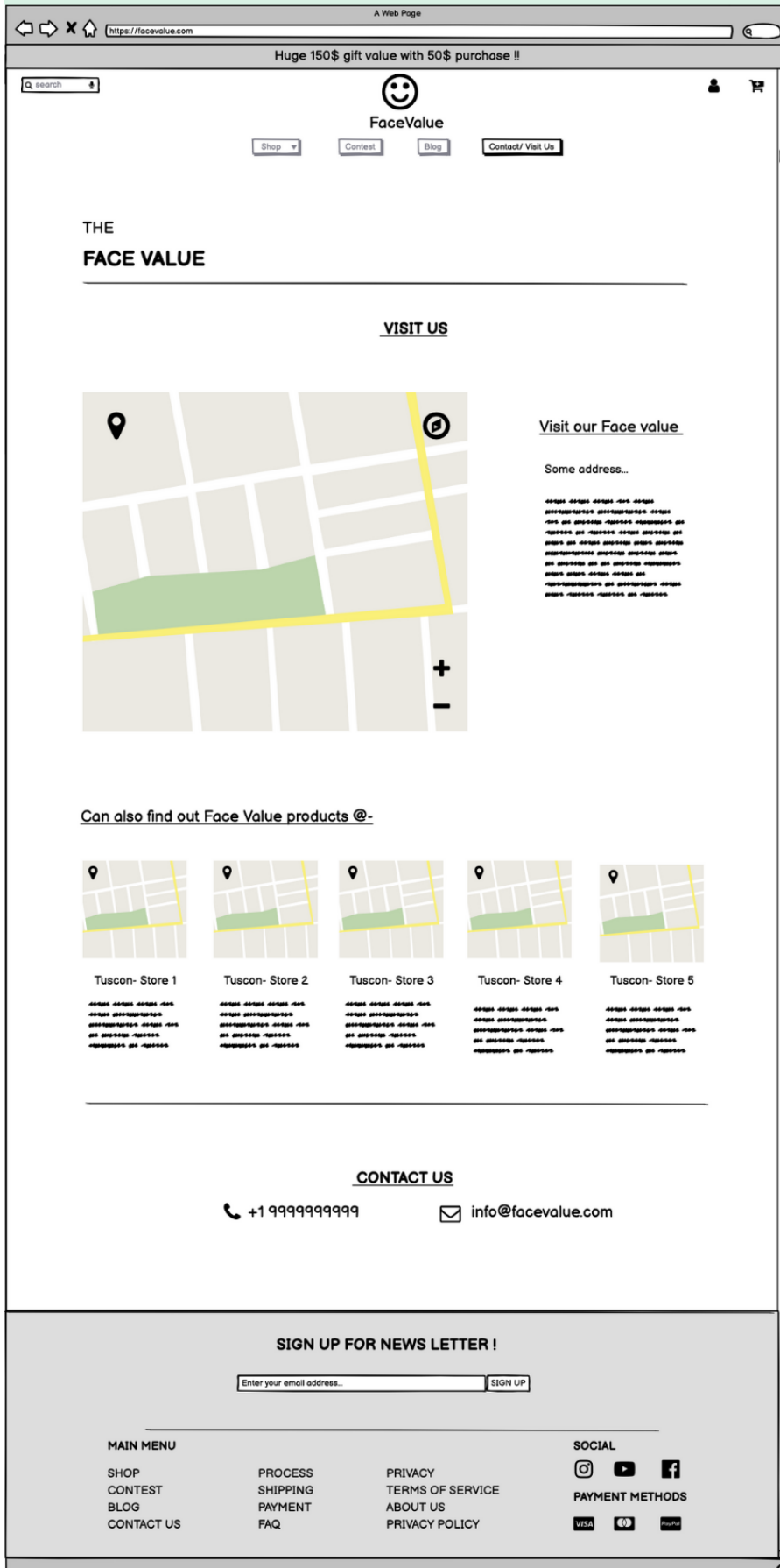


Contest page layout



Blog page layout

Contact page layout



Design of website based on kind of shoppers-

The website was designed considering all kinds of shoppers-

The common goal is to turn all these category users in buyers. This can be achieved by providing as much as they ask for generating trust between the brand and the customers.

Product focused- " Who know exactly what they want" -

For them design effective search tool and a quick streamline checkout process.

Browsers- " Who are curious, browse to kill time, interested in whats new"-

For them, design effective Navigation, provide options like new arrivals, whats popular right now, Video reviews of people using it, before and after images of insta influencers, monthly competition challenges and awards and also various themes and visuals encouraging them to stay longer on the sites.

Researchers- " Who's goal is to gather info about products"-

For them, In depth description of products, Ingredients, reviews, blogs.

Bargain Hunters. " Who look for savings and good deal" -

For them, The huge offers every seasons, Sign up for newsletter, look for coupons.

One time Shoppers-

Easy site navigation, check out as a guest without creating an account.

MARKETING

Face value is a nature-inspired skincare company. It has been trading for 4 years locally at a place called Tuscon.

Users have been generating good attachment to these products and have been advertised widely mostly through word of mouth and social media creating a huge demand and market value for these skincare products. Unfortunately, the company is currently just operating in Tuscon. As demand exceeds supply there is a scope and opportunity to expand the business.

Few proposed marketing practices to spread the word to new proposed expecting users-

- Existing beauty blog (links in blog to shopping).
- Instagram advertising.
- Gift with purchase. (3 themes- Holiday magic, New year new you, Best basics)
- A page for monthly Instagram winner.
- Keep sending updates via email/newsletter.
- Subscriber only discount free shipping over 25\$
- Social media contest "On instagram" Follow them on Insta, Subscribe to newsletter, comment and share on blog post.
- Insta live, website live!!
- Send samples homes.
- Transparent about ingredients "Benefit of products, ingredients list"