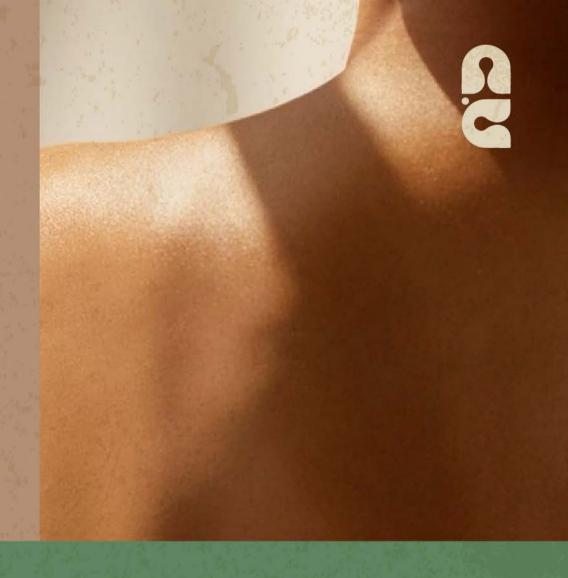UI/UX CASE STUDY
NATURCYCLE APP
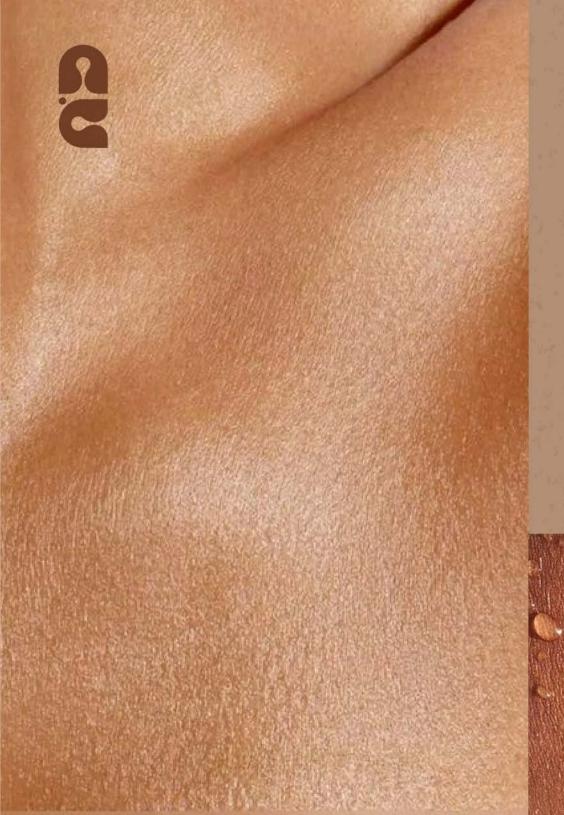
DIDEM TEREYAGOGLU

PROJECT OVERVIEW

The NaturCycle app bridges the gap between sustainable beauty and consumer convenience by offering features like skin analysis, virtual try-on, and a waste management system accessible to all users, even without an account. It empowers users to make informed choices and actively participate in waste reduction efforts. Loyal users can collect points, increasing their engagement and serving as role models for sustainability. The app aims to promote environmental awareness, streamline waste collection processes, and build a vibrant community around sustainable practices, enhancing NaturCycle's brand presence as a leader in eco-conscious beauty.

CLIENT GOAL

NaturCycle aims to bridge the gap between consumer expectations and market availability by offering an app that provides sustainable beauty and wellness solutions. By integrating features such as skin analysis, virtual try-on, and waste management, the app empowers users to make informed, eco-friendly choices. Our goal is to promote environmental awareness, build a loyal customer base, and position NaturCycle as a leader in the sustainable beauty industry.

DESIGN GOAL

The design goal for the NaturCycle app is to create a seamless, intuitive, and visually appealing user experience that aligns with the brand's identity and values. The app should effectively communicate NaturCycle's commitment to sustainability while offering features such as skin analysis, virtual try-on, and a waste management system. The design aims to engage users, encouraging them to make informed choices and participate in waste reduction efforts. By focusing on usability, accessibility, and aesthetic appeal, the app seeks to build a loyal user base and position NaturCycle as a leader in eco-conscious beauty.

THE PROBLEM

The beauty and wellness industries face significant challenges related to waste management, environmental impact, and the need for sustainable practices. Consumers increasingly demand products that align with their values of sustainability, natural ingredients, and ethical practices. However, there is a lack of convenient platforms that seamlessly integrate these values into the daily routines of beauty and wellness enthusiasts. The disconnect between consumer expectations for sustainable, natural products and the availability of such products in the market underscores the necessity for innovative solutions that bridge this gap. NaturCycle aims to address these issues by offering a comprehensive app that integrates waste management, sustainable beauty, and user engagement, providing a convenient platform for both professionals and everyday users to make informed, eco-friendly choices.

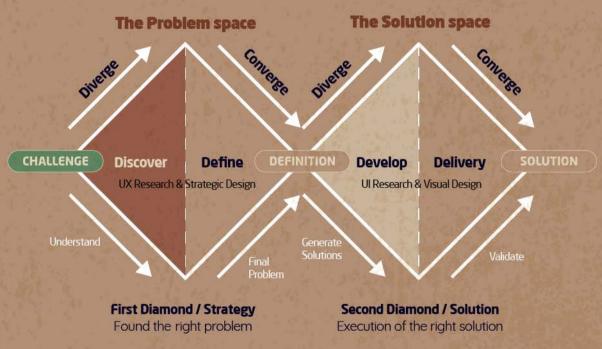- Lack of convenient access to sustainable beauty and wellness products.
- Difficulty in finding natural and eco-friendly beauty solutions that align with consumer values.
- Inconsistent availability of products that promote sustainability and ethical practices.
- Limited platforms that integrate waste management with beauty and wellness routines.

HOW CAN THE COMPANY BECOME MORE ECO-FRIENDLY TO ENSURE SUSTAINABILITY?

The Problem space   **The Solution space**

Diverge   Converge   Diverge   Converge

CHALLENGE   **Discover**   **Define**   DEFINITION   **Develop**   **Delivery**   SOLUTION

UX Research & Strategic Design   UI Research & Visual Design

Understand   Generate Solutions   Validate

Final Problem

First Diamond / Strategy
Found the right problem

Second Diamond / Solution
Execution of the right solution

THE CHALLENGE

The challange is to create a seamless and engaging user experience that effectively addresses the needs and values of modern consumers while integrating sustainable practices. The goal is to design an app that not only meets the high expectations for functionality and aesthetics but also educates and motivates users to participate in sustainable beauty practices.

CHALLENGES

Environmental Responsibility
• Ensuring positive perception of recycled human waste products.
• Overcoming skepticism about the safety and efficacy of these products.
• Communicating the environmental benefits effectively.

Scientific Innovation:
• Continuously refining the transformation process of waste into skincare ingredients.
• Demonstrating scientific validity and safety through rigorous testing.
• Staying ahead in sustainable beauty innovations.

Eco-Certifications:
• Obtaining and maintaining eco-certifications and third-party validations.
• Navigating complex certification requirements.
• Building consumer trust through transparency.

Positive Impact:
• Quantifying and communicating environmental contributions.
• Engaging consumers in understanding their broader impact.
• Creating impactful marketing campaigns.

ASSUMPTIVE SOLUTIONS

Impact Tracking and Loyalty System:
• Implement a waste management system showing global and personal impact graphs.
• Introduce a loyalty grading system to incentivize sustainable practices.
• Allow users to redeem grades for assistance or product purchases.

AI-Powered Virtual Assistance:
• Integrate AI for virtual skin analysis and personalized product recommendations.
• Diagnose skin problems and calculate product usage schedules.
• Provide daily usage recommendations and guidance.

Transparent Waste Management Participation:
• Develop a system allowing all users to participate in waste management.
• Ensure user-friendly waste submission and tracking processes.
• Highlight community success stories to motivate engagement.

MY ROLE

As a UX and UI Designer for the NaturCycle project, I am at the forefront of creating an innovative and captivating user experience for our eco-conscious beauty app. My role involves delving deep into user research, uncovering insights that shape the app's design and functionality. I transform these insights into intuitive wireframes and dynamic prototypes, bringing the app's layout and interaction flows to life.

In addition to crafting the user interface, I created the corporate identity and built the brand language, ensuring a visually cohesive and appealing identity that resonates with NaturCycle's values. My collaboration with cross-functional teams ensures that our designs not only meet project goals but also align with technical requirements and business objectives.

A key focus of my work is on usability testing, where I gather feedback to iteratively refine the app, enhancing its effectiveness and user satisfaction. I am dedicated to making the app accessible to all users, ensuring an inclusive experience that welcomes everyone.

Ultimately, my contributions are essential in building a user-centric and visually stunning app that embodies NaturCycle's mission of sustainable beauty, providing customers with a seamless and enriching experience.
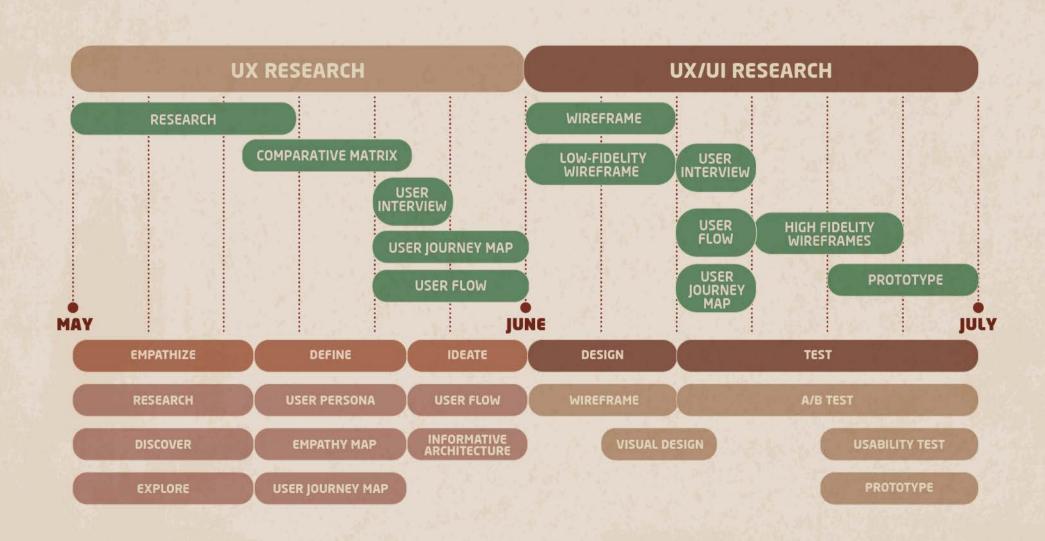
UI&UX Research   Build-up Strategy   Creative Director

CHIA SEED OIL
CENTELLA ASIATICA
EXTRACT

DEEP MOISTURE
+ CALM

250 ml / 8.45 Fl. oz

DESIGN PROCESS

UX RESEARCH

UX/UI RESEARCH

RESEARCH	WIREFRAME
COMPARATIVE MATRIX	LOW-FIDELITY WIREFRAME
USER INTERVIEW	USER INTERVIEW
USER JOURNEY MAP	USER FLOW
USER FLOW	HIGH FIDELITY WIREFRAMES
	USER JOURNEY MAP
	PROTOTYPE

MAY

JUNE

JULY

EMPATHIZE	DEFINE	IDEATE	DESIGN	TEST
RESEARCH	USER PERSONA	USER FLOW	WIREFRAME	A/B TEST
DISCOVER	EMPATHY MAP	INFORMATIVE ARCHITECTURE	VISUAL DESIGN	USABILITY TEST
EXPLORE	USER JOURNEY MAP			PROTOTYPE

LEAN CANVAS STRUCTURE

PROBLEMS		SOLUTIONS		KEY METRICS	UNFAIR ADVANTAGE		
Lack of convenient access to sustainable beauty and wellness products.	Difficulty in finding natural and eco-friendly beauty solutions.	Integrate waste management with beauty routines in one app.	Offer AI-powered skin analysis and product recommendations.	User engagement rates	Innovative use of recycled human waste in beauty products.	• Mobile app • Social media • Influencer partnerships • Community events and workshops	**CHANNELS**
Inconsistent availability of products that align with consumer values.	Limited platforms integrating waste management with beauty routines.	Implement a transparent waste management system with personal impact tracking.	Provide a loyalty program that rewards sustainable practices.	Retention rates	AI technology providing personalized skincare recommendations.	• Eco-conscious consumers • Natural beauty enthusiasts • Environmental activists • Younger generation	**CUSTOMER SEGMENT**
EXISTING ALTERNATIVES Traditional beauty retailers	Online beauty stores	Organic and natural product shops	Local recycle collectors	Number of waste submissions	Comprehensive platform combining beauty and sustainability.	• Research and development for product innovation. • App development and maintenance. • Marketing and advertising expenses.	**COST STRUCTURE**
UNIQUE VALUE PROPOSITION Seamless integration of sustainable beauty practices with daily routines.	Personalized skincare solutions through AI analysis.	Transparent waste management system showing global and personal impact.	Rewards for sustainable practices encouraging user participation.	Loyalty program participation	Unique loyalty program incentivizing eco-friendly behavior.	• Sales of beauty products • Subscription fees for premium app features • Advertising partnerships with eco-friendly brands	**REVENUE STREAMS**

THE CLIENT

NEEDS

NaturCycle needs to establish a strong brand presence that highlights its commitment to sustainability and innovative beauty solutions. They require a mobile app that engages users in waste management and sustainable beauty practices, differentiates them from competitors, and integrates AI for personalized skincare. Educating consumers about the benefits and safety of recycled waste products and building a loyal customer base through a rewarding loyalty program are also essential.

CONCERNS

NaturCycle is concerned about consumer skepticism regarding recycled waste products and ensuring the app is user-friendly to drive adoption. They face challenges in obtaining and maintaining eco-certifications, sustaining innovation, and effectively communicating their mission and environmental benefits to build trust and transparency with consumers.

REVEAL YOUR NATURAL BEAUTY, REVIVE THE PLANET.

NaturCycle is to revolutionize the beauty industry by creating sustainable, eco-conscious cosmetic products that harness the power of natural renewal, demonstrating that beauty and environmental responsibility can go hand in hand. We are committed to minimizing waste, preserving the Earth's resources, and helping individuals look and feel their best while making a positive impact on the planet.

NaturCycle

Neo Sans Pro
Ultra Bold Medium Regular

Quicksand
Bold Regular

NaturCycle
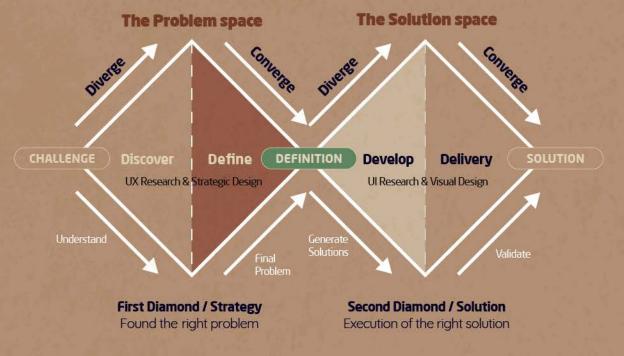
#5449a0 #7572b4 #bdb3d7 #cfc9e2 #5e8560 #668d68 #9c5b46 #a86b53 #c28d71 #e4cfba #eceaf0

STAGE 2
First Diamond Development

The Problem space   **The Solution space**

Diverge — Converge — Diverge — Converge

CHALLENGE — Discover — Define — DEFINITION — Develop — Delivery — SOLUTION

UX Research & Strategic Design   UI Research & Visual Design

Understand   Final Problem   Generate Solutions   Validate

First Diamond / Strategy
Found the right problem

Second Diamond / Solution
Execution of the right solution

COMPARATIVE ANALYSIS

The analysis indicates that while each brand has carved out a unique niche in the beauty market, there are common areas of opportunity, particularly in sustainability and customer engagement. Brands like Glossier and Aēsop can benefit from enhancing their environmental practices, while Lush and Innisfree could improve their market communication strategies and transparency about ethical standards. Overall, the findings highlight the importance of balancing innovation, sustainability, and customer connection to succeed in the competitive beauty industry.
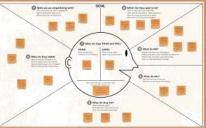
USER RESEARCH

The research underscores the importance of addressing user needs for sustainable, reliable products and educating them on the benefits of natural ingredients. By focusing on transparency and personalized experiences through AI-powered skin analysis and tailored recommendations, NaturCycle can build trust and enhance user engagement. Implementing a comprehensive loyalty program to reward sustainable practices will foster a sense of community and encourage ongoing participation. These strategies position NaturCycle as a leader in the sustainable beauty and wellness market, meeting user needs and contributing to environmental sustainability goals.
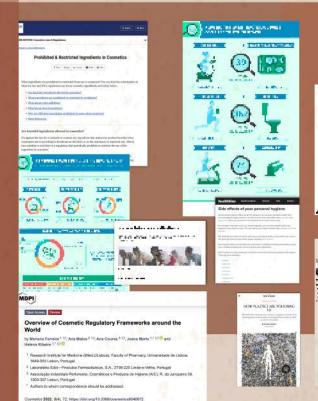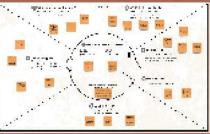
QUALITATIVE PERSONAS

Developed through primary research including in-depth interviews and empathy mapping, Okan represents a personal trainer dedicated to making fitness enjoyable and promoting natural products. This persona was built to gain real-world insights into motivations, challenges, and preferences, providing a clear understanding of the needs for natural health solutions.

QUANTIATIVE PERSONAS

Developed through extensive desk research and data analysis, Sedef represents a sales manager passionate about natural beauty and sustainability. By reviewing industry reports, market trends, and existing consumer data, this persona was validated to ensure our user insights were accurate and representative of a broader audience. Sedef's needs for reliable, eco-friendly beauty products, and her frustration with non-ethical brands were key insights derived from this research.

SEDEF ALTUNTAS
Sales Manager

Age: 34
Gender: Female
Marital status: Single
Location: Istanbul, TR
Archetype: The Lover

> " **Confidence blooms when you embrace your natural beauty.**

She is an experienced sales manager with a strong track record in beauty products. She values deep emotional connections, intense experiences, and the sensuality of any natural product She uses in nature.

When she's not working, she enjoys exploring nature, practicing yoga, and reading about the latest wellness trends.

GOALS

Her main goal is to help women feel confident and beautiful in their skin.

She also believes in the power of nature and its ability to provide women with the best skincare solutions. She thinks she can prioritize the power of nature in her brand strategies.

PREFERRED CHANNELS

Facebook Instagram Pinterest LinkedIn
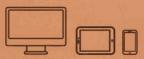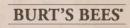
TOOLS

PERSONALITY

Introvert	———○———	Extrovert
Thinking	————————○—	Feeling
Sensing	○————————	Intuition
Judging	————————○—	Perceiving

TRUSTED BRANDS

LUSH   iHerb   amazon   BURT'S BEES

EMPATHY MAP

WHO

She does not own any land, but through collaboration between reducing waste, using less plastic, and reusing products, she has contributed to planting many trees in her name on the land.

She is aware of the cheating effects of the ads, so she works ethically with her brands.

She feels a sense of responsibility to educate consumers and drive positive change in the beauty industry.

She feels she has a responsibility to decrease the level of waste.

She works in a company that creates natural beauty products.

a 34- year- old sales manager passionate about natural beauty and sustainability.

HEAR

Her friends are always talking about how ineffective the skincare products are, especially when all the influencers are endorsing them. They are asking for suggestions.

The compliments about her skin.

The new investigation and practices about the eco-friendly beauty solutions.

The useless product ads and their catchy words on TV.

Her friends and family support her career in promoting sustainable beauty practices and admire her commitment to environmental stewardship.

WHAT

If she becomes a part of the recycling program for bottles, she will feel confident about contributing to sustainability.

If the brand follows ethical practices, she would be a good influencer for promoting the products in her community.

She wants a clear explanation of reliable chemical ingredients and a system that calculates the expiry dates.

The market is flooded with useless products with catchy words on the posters.

She wants to see a significant change in consumer behaviour toward sustainable and natural beauty

She wants to become a loyal customer if the brand notifies her of expiration dates.

She does not see people being mindful of using chemicals on their skin at inappropriate times, as it can have adverse effects.

SEE

Beauty blogs focused on natural skincare and success stories of brands that have integrated sustainability into their business models.

Growing demand for eco-friendly products, but also an increasing number of competitors in the natural beauty space.

Customers seeking transparency in product ingredients.

She observes the products' placebo effects on her friends but does not notice any significant impact on them.

DO

She educates herself about the benefits of natural products.

She seeks marketing strategies, prioritizes products for results, and explores effective customer engagement to understand if the brand is reliable.

She searches online for reviews and experience stories through the products.

She asks customer service questions about the products to ensure they know what they are selling.

SAY

I want to share my passion for sustainability

If the product does not last until my treatment finishes, I will not buy it.

I want to be more conscious about what to put on my skin.

I don't want to waste my time or money on products that will not help my skin.

PAIN

She gets frustrated if she uses a brand that does not follow ethical practices.

Fears of using a product that contains chemicals.

She is worried about using the wrong product, which could lead to a bigger issue in the future in her skin.

She hates when the product expiry date comes soon before the product ends.

She hates having extra useless bottles on her shelf; someone has to recycle them, but she does not believe in the process.

GAIN

She is not afraid to use any of the products and feels healthier.

She has received the next cure or additional products right before the product ends.

She led her community to influence industry standards toward more sustainable practices.

She does not consider the potential negative effects of the products in the future.

She received the treatment and instructions on how to use it, as well as additional complimentary products, such as massage ice balls.

She pre-used her waste; the effect in nature reported her with the picture of the planted seeds is half of her name.

Primary
QUALITATIVE PERSONA

OKAN KAYA
Personal Trainer

Age: 29
Gender: Male
Marital status: Married
Location: Istanbul, TR
Archetype: The Jester

> ❝
> **Healthy living is a natural choice.**

He is a personal trainer who is committed to making fitness enjoyable in everyday life. He believes that a healthy lifestyle involves using natural products that are beneficial for both people and the environment. When he is not training clients or working out, he loves spending time with his family, cracking jokes, and exploring new ways to make fitness fun and healthy. Hygiene is his priority.

GOALS

His main goal is to make fitness fun and accessible for everyone while advocating for natural and healthy lifestyle choices. He is passionate about creating unique exercise programs for each of his clients, encouraging them to live healthier lives through fitness and the use of natural products that support overall well-being. Additionally, Okan aims to reduce waste in the gym and improve recycling knowledge among his clients. He believes that utilizing AI-driven solutions for skin health and product recommendations can enhance personal wellness, making users feel continuously supported in their health journeys, just as he supports his clients.

PERSONALITY

Extrovert	●—————————————	Introvert
Feeling	—————————●———	Thinking
Intuition	——●—————————	Sensing
Perceiving	————————●———	Judging

PREFERRED CHANNELS

Facebook Instagram YouTube

TRUSTED BRANDS

GARMIN   amazon   Nike   TRX   VOLVO

TOOLS

EMPATHY MAP

WHO

He is motivated by his love for fitness and helping others live healthier lives.

The desire to innovate and create enjoyable experiences drives his behaviours.

He has his unique stand-up show about his experiences with his clients at the gym.

He is responsible for training clients and recommending natural health products.

He works in the fitness industry and promotes natural products

a 29-year-old personal trainer dedicated to making fitness fun and healthy.

HEAR

Clients' feedback and progress, industry trends towards natural health.

Success stories and best practices from other trainers

Best practices for training new fitness and health products.

His clients hesitate to use skincare products because they dislike the strong smells or sticky texture.

Friends support his holistic approach and new fitness ideas.

His son's endless curious questions.

WHAT

Make fitness fun, promote natural products, and help clients achieve their health goals.

He wants to be a good role model to his son and clients, and his practices and healthy choices are significant.

He wants to cooperate with skincare brands, so he will be a good reference for men who can also use skin care products.

He feels he needs to do something different: Integrate more educational content about the benefits of natural products into his training sessions.

He wants to raise awareness of men using healthy skin products for hygiene.

SEE

Clients are focused on fitness goals, while colleagues are discussing training techniques and natural product endorsements.

He notices that his male clients are conscious of the benefits of regular routines, but he fails to realize their awareness of the effects of natural ingredients on the skin.

There is a growing interest in holistic health, natural products, and diverse fitness trends.

Other trainers promote various products, and clients try out new fitness trends.

He notices an increase in fungal growth on the skin due to the use of chemical products, which have a harmful effect.

DO

He reads articles about holistic health.

Conducts fitness sessions, recommends natural products, and engages with clients on social media.

He motivates clients to use natural products himself and stays active in the fitness community.

He puts extra attention on his hygiene and uses natural products with zero chemicals.

Before referring to any products, he researches each and every ingredient because his priority is his health and his customers' health.

SAY

Fitness should be enjoyable and available to everyone.

Natural products complement a healthy lifestyle.

Healthy living is a natural choice

How can I make workouts more enjoyable?

Which new natural products can benefit my clients?

PAIN

Clients are not seeing results or are losing interest in fitness.

It's challenging to stay motivated to keep up with the latest fitness trends, but maintaining a healthy lifestyle is crucial.

Balancing fun and effectiveness in fitness routines can be challenging.

The strong scent of natural skin care products affects the gym area, especially the lift and weights, which are covered with sticky creams.

Anxieties about the health and well-being of clients.

GAIN

He has built a community of clients who support and motivate each other toward better health.

New and innovative ways to make fitness enjoyable. High-quality natural products that enhance fitness routines.

He is encouraged to see others embrace healthier lifestyles and find joy in fitness.

He feels a strong sense of satisfaction when clients succeed and enjoy their workouts.

Clients who are motivated and achieve their fitness goals. Recognition as a creative and effective personal trainer.

I used empathy maps and journey maps to detail what my persona's hear, think, feel, say, and do, highlighting both the emotional and practical aspects of their experiences. This approach deepened my understanding of their needs and behaviours throughout their interactions with the app. My research confirmed the increasing demand for sustainable products and emphasized the importance of transparency and education in promoting eco-friendly practices. By mapping out these journeys, I was able to identify key touchpoints and opportunities to enhance user engagement and satisfaction.

JOURNEY MAP

Meet Okan Kaya, a 29-year-old personal trainer dedicated to making fitness enjoyable and promoting natural products. With a supportive and collaborative approach, Okan values quick access to product offerings without mandatory sign-ins and prefers straightforward information about features and benefits. His feedback emphasizes the need for our app to enhance transparency, simplify onboarding, balance product and sustainability content, and clearly communicate user benefits and rewards. These changes will meet critical user expectations and improve overall user satisfaction.
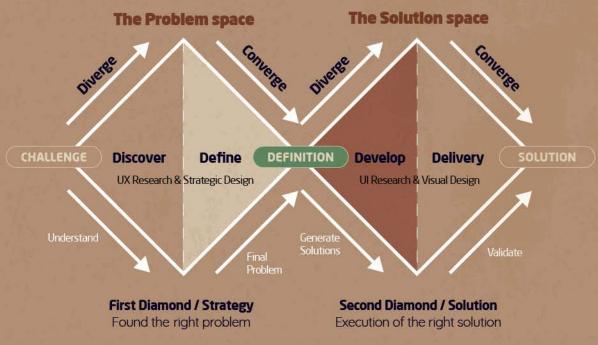
PHASE	AWARENESS	EXPLORE	DISCOVER	RESEARCH & EVALUATE	SELECT	PURCHASE	COMPLETE
USER FLOW	Sustainable Acts Impact · Searching App	Waste Management · Sign Up / In · Landing Page	Home Page · Browse Products · Impact	Product Details · New Submission · Impact Report & Reviews	Scan Waste · Add to Wishlist · Virtually try on	Drop out Waste · Proceed Order · Confirmation · Earn Points	Order Complete · Waste Received · Impact Report

ACTIVITIES
Tasks & Goals

In the Awareness stage, users view marketing visuals and messages highlighting the importance of sustainable waste utilization on a global scale. They seek an app that integrates natural beauty waste with environmental sustainability. Users create an account to join the impact chain and contribute to the cause.

Users navigate through the app to understand its functionalities, check out the product catalogue for natural ingredient products, and explore the waste management system. They learn how the system works, find information on accepted waste types and transformation processes, and look at success stories from other users.

Users familiarize themselves with features contributing to waste management and sustainability, understanding the app's unique selling points. They get inspired by success stories and community participation, seeing tangible benefits of the waste management system and natural ingredient products.

Users dive into detailed product descriptions, including ingredients, sourcing, and manufacturing processes, to make informed choices. They feel reassured by positive user experiences and expert recommendations. Users also track and report personal waste management activities and their environmental impact through the app, gaining valuable insights into their contributions to sustainability.

Users scan waste items to determine recyclability and are guided on proper disposal options. They can add desired products to a wishlist for future purchases. The virtual try-on feature analyses skin type, provides personalized recommendations, and sets usage reminders to ensure optimal use and minimize waste.

Users can streamline their waste management and shopping process. They can drop off waste to earn points, proceed with ordering products, and receive order confirmations, ensuring a seamless and rewarding experience.

Users can streamline their waste management and shopping process. They can drop off waste to earn points, proceed with ordering products, and receive order confirmations. Notifications keep users informed of their order status, and once waste is received, an impact report is shared, highlighting their contribution to sustainability.

THINKING & FEELING

Sick of seeing waste management issues at the gym and unused products.

Enthusiastic about finding an app that can help with waste reduction and sustainable practices.

Waste sharing can be used as a benefit at the gym where I am working.

Let's see if these products are as good as they claim.

I'm feeling excited to just jump into the waste submission system.

Skeptical about the immediate effectiveness of the products.

I know it is best to have personalized recommendations, but how about usage reminders?

Appreciative of the seamless shopping experience.

This app makes buying natural products and recycling them so easy.

I'm glad this app helps me and the environment.

There has to be a better way to manage all this waste.

It feels a connection to sustainable solutions that the app relates through natural products.

This app should be used by everyone else at the gym, as they do not have to sign up to participate in good waste management.

Seeks transparency and validation of product claims.

I need clarification about the product details and how they might affect health.

Motivated to try new products and routines.

Reviews product ingredients, safety information, and client feedback.

Push notifications after waste sharing made me feel excited and scared of impact reports.

Satisfied with the product's effectiveness.

Proud of contributing to sustainability efforts.

OPPORTUNITIES

• Provide comprehensive information on the benefits of natural products and waste reduction.

• Offer success stories and testimonials from other trainers to build trust.

• Make product features more prominent and provide easy access to educational content.

• Showcase products and promotions upfront to engage users before requiring sign-in.

• Encourage interaction within the app through social media integration.

• Clearly communicate the benefits and value of using natural products in fitness routines.

• Provide quick access to product highlights and success stories.

• Clearly articulate the connection between waste management and product benefits.

• Highlight how the company's products and processes benefit both the users and the environment to build credibility and understanding.

• Provide a comprehensive list of acceptable waste items, even if AI rejects certain items.

• Ensure users understand why certain wastes are accepted or rejected, improving transparency.

• Highlight how the products have been tested and validated.

• The usage reminders can influence the user and create good bonds between products and users.

• Clearly outline any costs associated with waste pickups and highlight the benefits of the service.

• Offer flexible drop-off locations and times to accommodate users' schedules and preferences.

• Explain the impact of user actions on sustainability.

• Clearly explain how earned points can be used and the benefits they offer to motivate continued engagement.

The Problem space

The Solution space

Diverge — **Converge** — **Diverge** — **Converge**

| CHALLENGE | **Discover** | **Define** | DEFINITION | **Develop** | **Delivery** | SOLUTION |

UX Research & Strategic Design

UI Research & Visual Design

Understand

Final Problem

Generate Solutions

Validate

First Diamond / Strategy
Found the right problem

Second Diamond / Solution
Execution of the right solution

ASSUMPTIVE USER FLOW

START → SPLASH PAGE → LANDING PAGE → WASTE SUBMISSION

WASTE SUBMISSION:
- NEW SUBMISSION
- ACCEPTED MATERIALS
- SCAN YOUR PRODUCT
- SUBMISSION LOCATIONS

NEW SUBMISSION:
- ACCEPTED MATERIALS
- SCAN
- FORM

→ ITEM IS SCANNING
- PRODUCT ACCEPTED → SHIPPING INSTRUCTIONS → DROP-OFF LOCATIONS / DROP-OFF LOCATIONS ON MAP / SCHEDULED PICKUP → WASTE DROPPED
- PRODUCT DECLINED → WHY IT WAS DECLINED → HOME PAGE

TRACK SUBMISSION:
- ITEM FOUND
- HAS NOT RECEIVED YET
→ SHOW IMPACT → HOME PAGE

IMPACT REPORT → HOME PAGE → PERSONAL PERCENTAGE & WORLD

TRACK SUBMISSION → PRODUCT RECEIVED → NOTIFICATION → IMPACT REPORT → GAINED POINTS → SHOW THE GAINED POINTS → HOME PAGE

Validated
FLOW CHART

The NaturCycle app bridges the gap between sustainable beauty and consumer convenience by offering features like skin analysis, virtual try-on, and a waste management system accessible to all users, even without an account. It empowers users to make informed choices and actively participate in waste reduction efforts.

Loyal users can collect points, increasing their engagement and serving as role models for sustainability. The app aims to promote environmental awareness, streamline waste collection processes, and build a vibrant community around sustainable practices, enhancing NaturCycle's brand presence as a leader in eco-conscious beauty.

Legend:
- START & END
- TASK & PROCESS
- DECISION
- 3RD PARTIES

INFORMATION ARCHITECTURE SITE MAP

- SOCIAL MEDIA | CREATE PROFILE
  - SIGN UP | SIGN IN
    - GUEST IN
    - IMPACT REVIEW
      - IMPACT REPORT

- WASTE MANAGEMENT
  - NOTIFICATION
    - NEW SUBMISSION
    - SCAN YOUR PRODUCT
    - SUBMISSION LOCATIONS
    - WASTE SUBMISSION
    - TRACK SUBMISSION
      - MAP

- TERMS OF POLICY | CAMERA AI SCANNER
  - CONFIRMATION PAGE
    - DELETE | WHY DECLINED | ADD NEW
      - TRY AGAIN
  - SHIPPING INSTRUCTIONS
    - SCHEDULED PICKUP | DROP-OFF LOCATIONS | FILL OUT PICKUP FORM
      - MAP — CONFIRM SHIPPING
        - NOTIFICATION
          - PRODUCT RECEIVED — LEAVE A REVIEW — GAINED POINTS — IMPACT REVIEW
            - SIGN IN
            - SIGN UP

LANDING PAGE

- NAV BAR
  - SEARCH
  - CART
  - PRODUCT CATALOGUE
  - VIRTUALLY TRY-ON
- WASTE SUBMISSION
- HERO IMAGE
- PROMOTIONS
- RECENT PRODUCTS
- PROFILE PAGE
  - GAINED POINTS
  - IMPACT REPORT
  - LOYALTY PROGRAM
  - SKIN ANALYSIS
  - PRODUCT HISTORY
- FILTER

- ADD/DELETE ITEM
- SAVE TO FAVOURITE
- BROWSE

- CHECK OUT
- MONTHLY SUBSCRIPTION
  - DELETE | ADD NEW
    - CART — RETURN — CONFIRM BASKET — BROWSE

- MODIFY | CANCEL
  - SUBSCRIPTION
  - PRODUCT TIME TRACK
  - UPCOMING ITEM(S)

- FORM
  - SCAN
  - REPORT
  - PRODUCT RECOMMENDATION
  - SAVE TO FAVOURITE
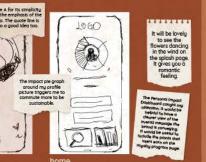 - ADD TO CART

WIREFRAME

To capture the essence of the NaturCycle story, the 'Landing Page' page was quickly sketched to initiate ideas. The first round of sketches was done in 10 minutes, focusing on storytelling and visual engagement. A subsequent set, completed in 7 minutes, refined the layout and highlighted key elements such as our brand story, mission, and team introduction. These early sketches are critical in shaping a compelling narrative that resonates with our audience.

winner design

DESIGN A **4** **2** DESIGN B

A/B TESTING

I love A for its simplicity and the emphasis of the logo. The quote line is also a good idea too.

The impact pie graph around my profile picture triggers me to commute more to be sustainable.

LOGO

It will be lovely to see the flowers dancing in the wind on the splash page. It gives you a romantic feeling.

The Personal Impact Dashboard caught my attention. It would be helpful to have a clearer view of the overall message the brand is conveying. It would be useful to include the points that users earn on the royalty program page.

both are neat and clean but I personally like B more.

The environmental impact section should also be considered in A's version 2.

splash page   home

splash page   home
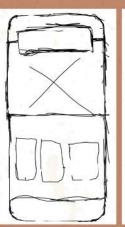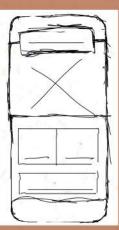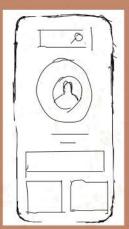
Concentrating on tracking user interaction and engagement to improve the app based on user feedback and data. I create initial concepts for A/B testing within a 7-minute time-frame, aiming to enhance user experience. These sketches outline user experience and variations to identify the most important key performance metrics, which are crucial for the app's success.
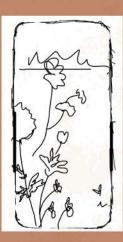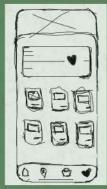
splash page

user registration and profile page

home page

products page

recycling program page

loyalty program page

waste submission page

community page

SKETCHES

Reveal the initial stages of our app design with wireframe sketches. These sketches provide a foundational view of each page's structure, focusing on layout and user flow. This step highlights our dedication to creating a user-friendly and intuitive app interface.

SLEEP
LAVENDER & VETIVER

RELAXING BODY + HAIR WASH

MID FIDELITY WIREFRAMES

In the mid-fidelity stage of the design process, I transitioned from rough sketches to more detailed wireframes. These designs include refined layouts, placeholder content, and initial interactive elements, offering a clearer vision of the final app. By incorporating feedback from the preliminary sketches, I enhanced the visual hierarchy and usability, ensuring a seamless and engaging user experience. These mid-fidelity wireframes serve as a crucial step toward the high-fidelity prototype, bridging the gap between concept and implementation.

splash and user registration page

Profile page

home page

products page
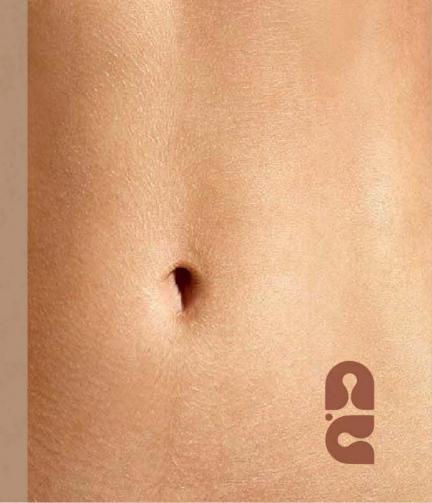

recycling program page

loyalty program page

waste submission page

community page