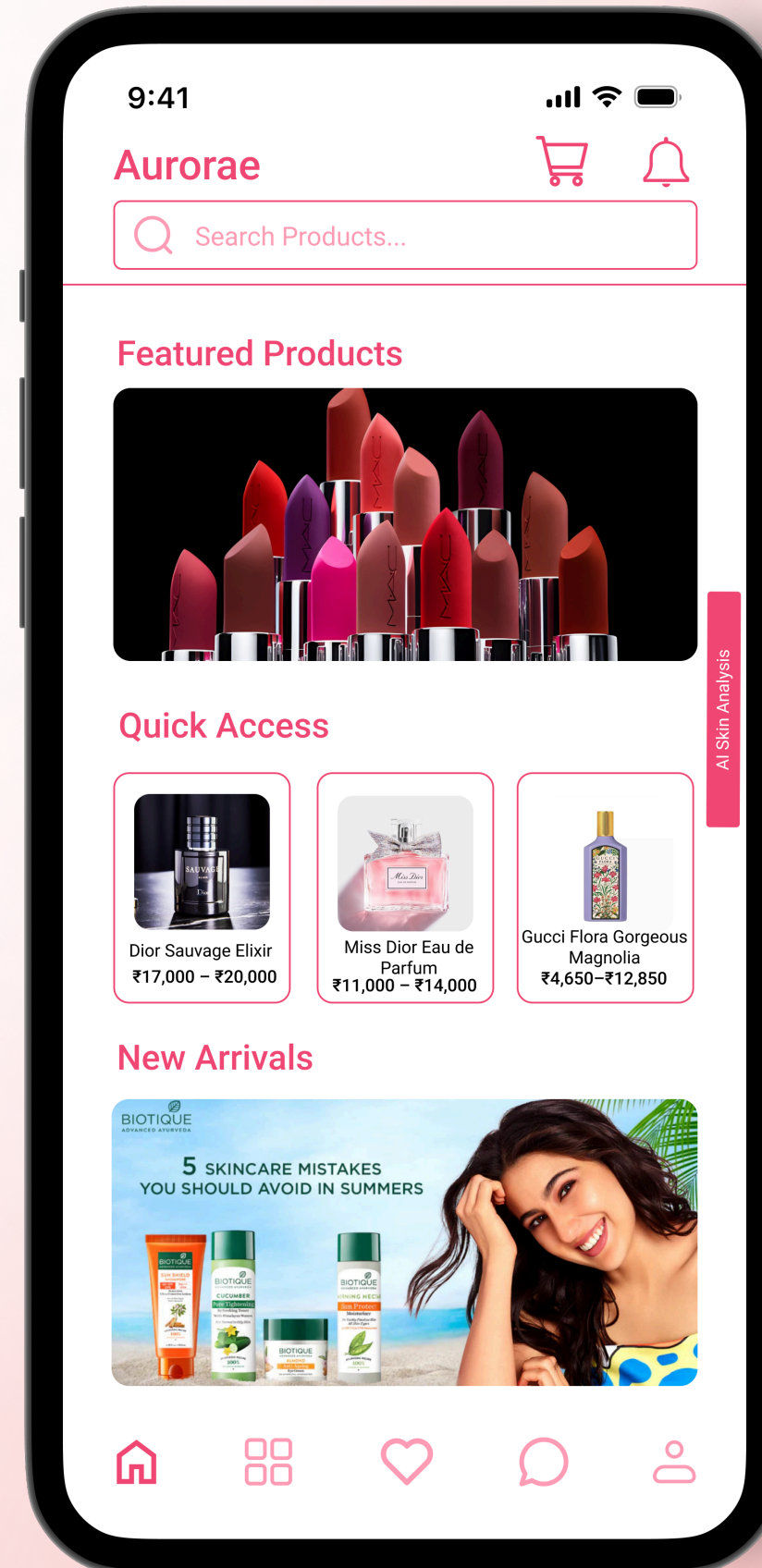
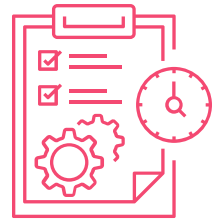


Aurorae

UI UX CASE STUDY

Aurorae is a refined skincare platform designed to simplify beauty discovery. It connects users with trusted brands, offering a seamless shopping experience that helps them find products perfectly suited to their needs — all in one elegant, intuitive app.





Project Overview

Problem

- Skincare products often contain harsh chemicals that irritate sensitive skin.
- Users struggle to find eco-friendly and sustainable skincare options.
- Online skincare shopping lacks personalized guidance.
- Brand communication often feels impersonal and uninspiring.

Solution

- Formulate gentle, natural, and effective skincare products.
- Focus on sustainable packaging and eco-conscious practices.
- Offer a personalized digital experience for product selection.
- Create a warm, engaging brand identity that connects with users.



Empathize



Define



Ideate



Design

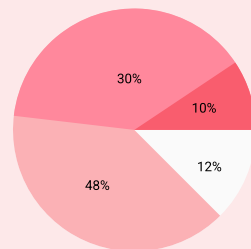


Test

Quantative Research

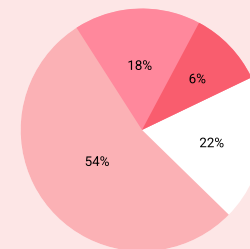
How often do you purchase skincare products?

- Once a week
- Once a month
- Every 2–3 months
- Rarely



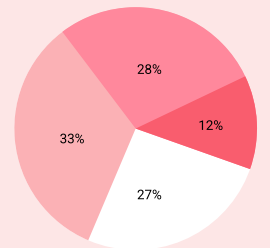
Where do you usually buy skincare products from?

- Brand websites
- Online marketplaces
- Physical stores
- Social media links



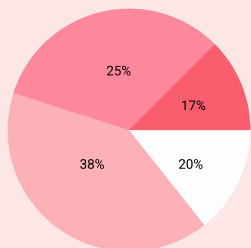
What influences your skincare purchase the most?

- Brand reputation
- Price & discounts
- Ingredients & quality
- Reviews & recommendations



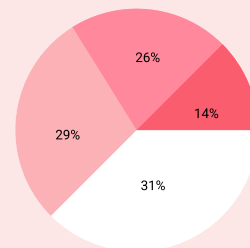
Have you used skincare apps before?

- Yes, regularly – 20%
- Sometimes – 38%
- Rarely – 25%
- Never – 17%



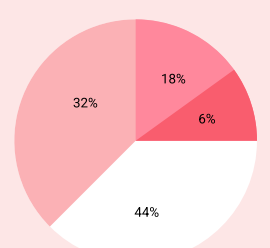
What feature do you find most useful in a skincare app?

- Product recommendations – 31%
- Price comparison – 29%
- Skin analysis – 26%
- Brand collaborations – 14%



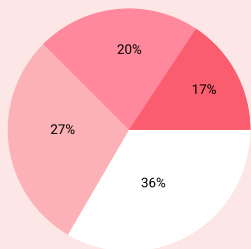
How important is sustainability to you?

- Very important – 44%
- Somewhat important – 32%
- Neutral – 18%
- Not important – 6%



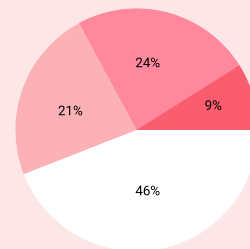
What challenge do you face when buying skincare online?

- Too many options – 36%
- Unclear details – 27%
- High prices – 20%
- Trust issues with brands – 17%



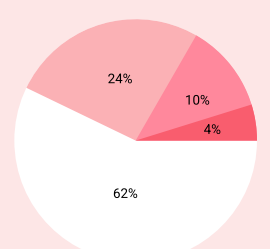
How should the Aurorae app interface feel?

- Minimal & elegant – 46%
- Vibrant & trendy – 21%
- Professional & clean – 24%
- Playful & interactive – 9%



Would you like an app that brings multiple skincare brands together?

- Definitely yes – 62%
- Maybe – 24%
- Not sure – 10%
- No – 4%





User Persona



About:

Aanya is a busy professional who enjoys maintaining a polished skincare routine but struggles to find time to explore multiple brands. She looks for trustworthy products that deliver visible results and prefers clean, minimal digital experiences that save her time.

Goals:

- Find reliable, effective skincare products quickly.
- Discover new brands based on reviews and ingredients.
- Access authentic, sustainable skincare options.

Frustrations:

- Too many product choices with similar claims.
- Lack of transparency in online product details.
- Hard to find personalized recommendations.

Name: Aanya Sharma

Age: 25

Occupation: Marketing Executive

Location: Mumbai, India

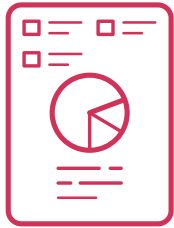
Why Aurorae is Her Ideal Choice?

Aurorae perfectly aligns with Aanya's need for simplicity and trust. The app curates products from verified skincare brands, offering transparent ingredient details and genuine reviews — all in one elegant interface. Its smart recommendations save her time while ensuring she discovers effective, sustainable products that match her lifestyle and skin goals.

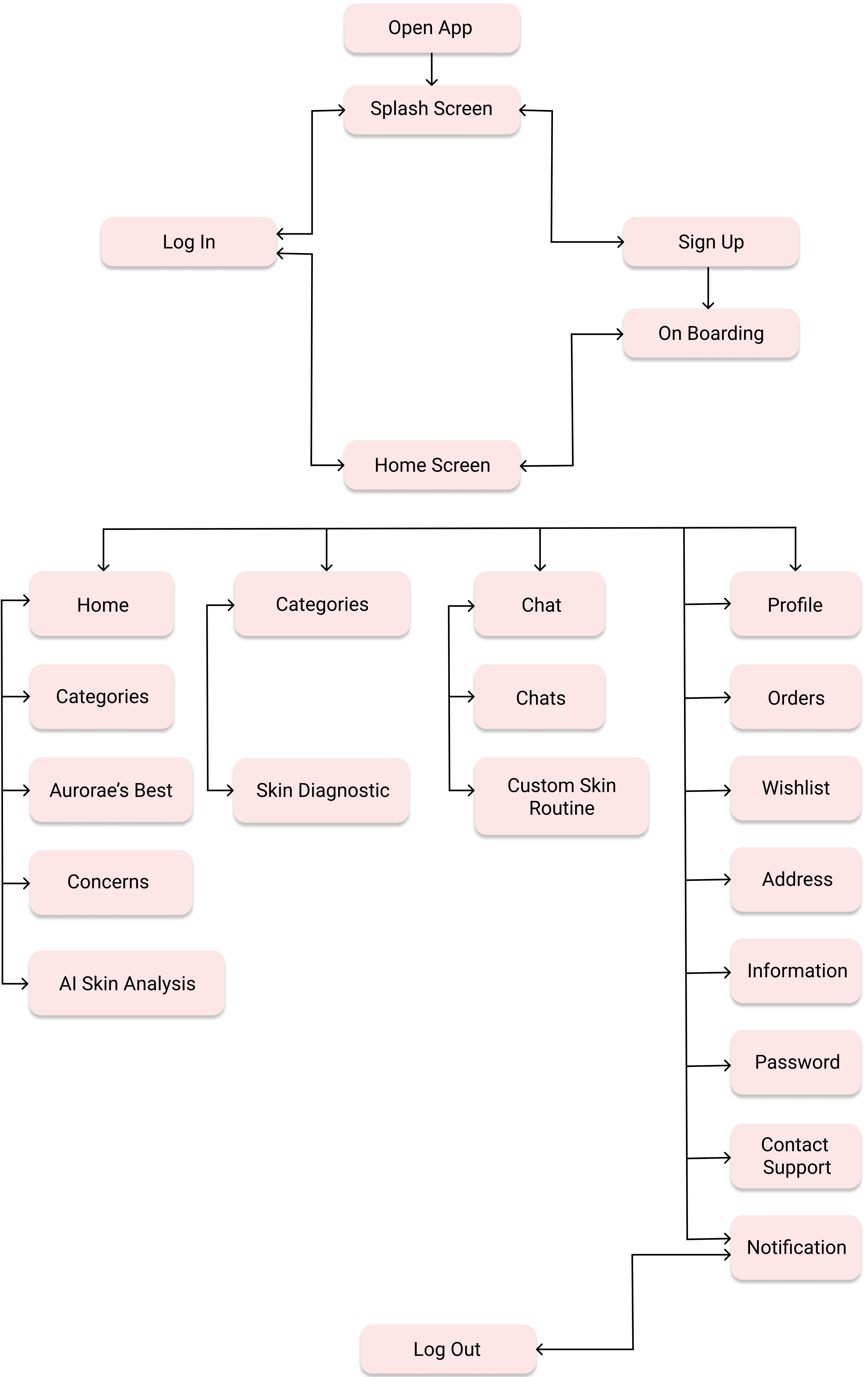


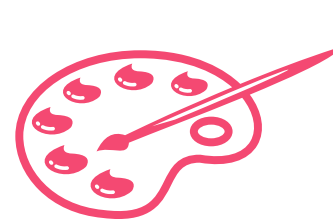
Competitive Analysis

Features	Aurorae	Nykaa	Purplle	Sephora	Maccaron
Easy-to-use Interface	✔ Yes	✔ Yes	✔ Yes	🔗 Moderate	✔ Yes
Personalized Product Suggestions	✔ Yes	🔒 Limited	🔒 Limited	✗ No	✗ No
Price Comparison Between Brands	✔ Yes	✗ No	✗ No	✗ No	✗ No
Product Ingredient Transparency	✔ Yes	🔒 Partial	🔒 Partial	✗ No	✗ No
Verified & Sustainable Brands	✔ Yes	🔒 Partial	✗ No	✔ Yes	🔒 Limited
Smart Filters (Skin type, concern, etc.)	✔ Yes	✔ Yes	⚠ Basic	🔒 Limited	✔ Yes
Eco-friendly / Sustainable Packaging Info	✔ Yes	✗ No	✗ No	🔒 Limited	✗ No
Skin Analysis / Recommendation Tool	✔ Yes	✗ No	✗ No	✗ No	✗ No
Brand Collaboration Marketplace	✔ Yes	✗ No	✗ No	✗ No	✗ No
24/7 Chat / Expert Support	✔ Yes	🔒 Limited	🔒 Limited	✗ No	✗ No

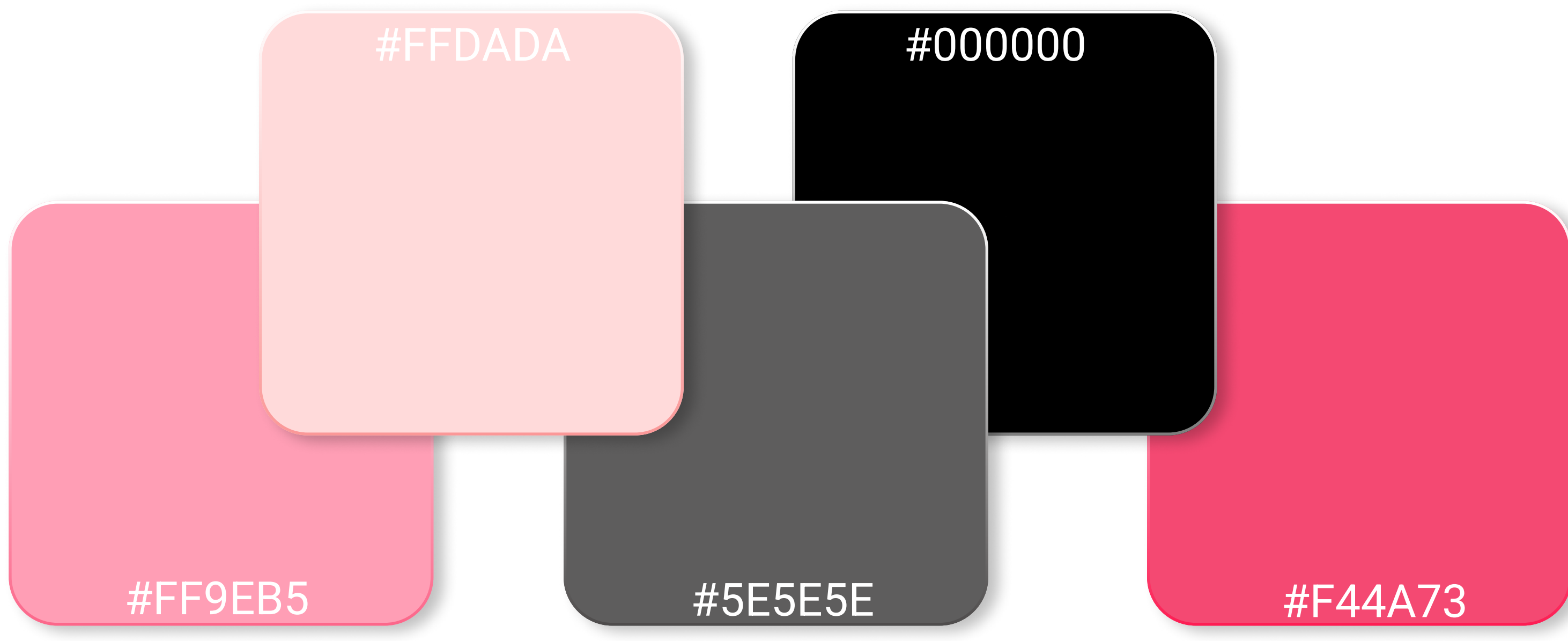


User Flow





Colour Theory



Typography

Aa

Font
Roboto

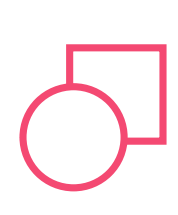
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Aa Roboto Bold

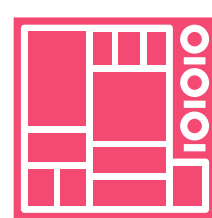
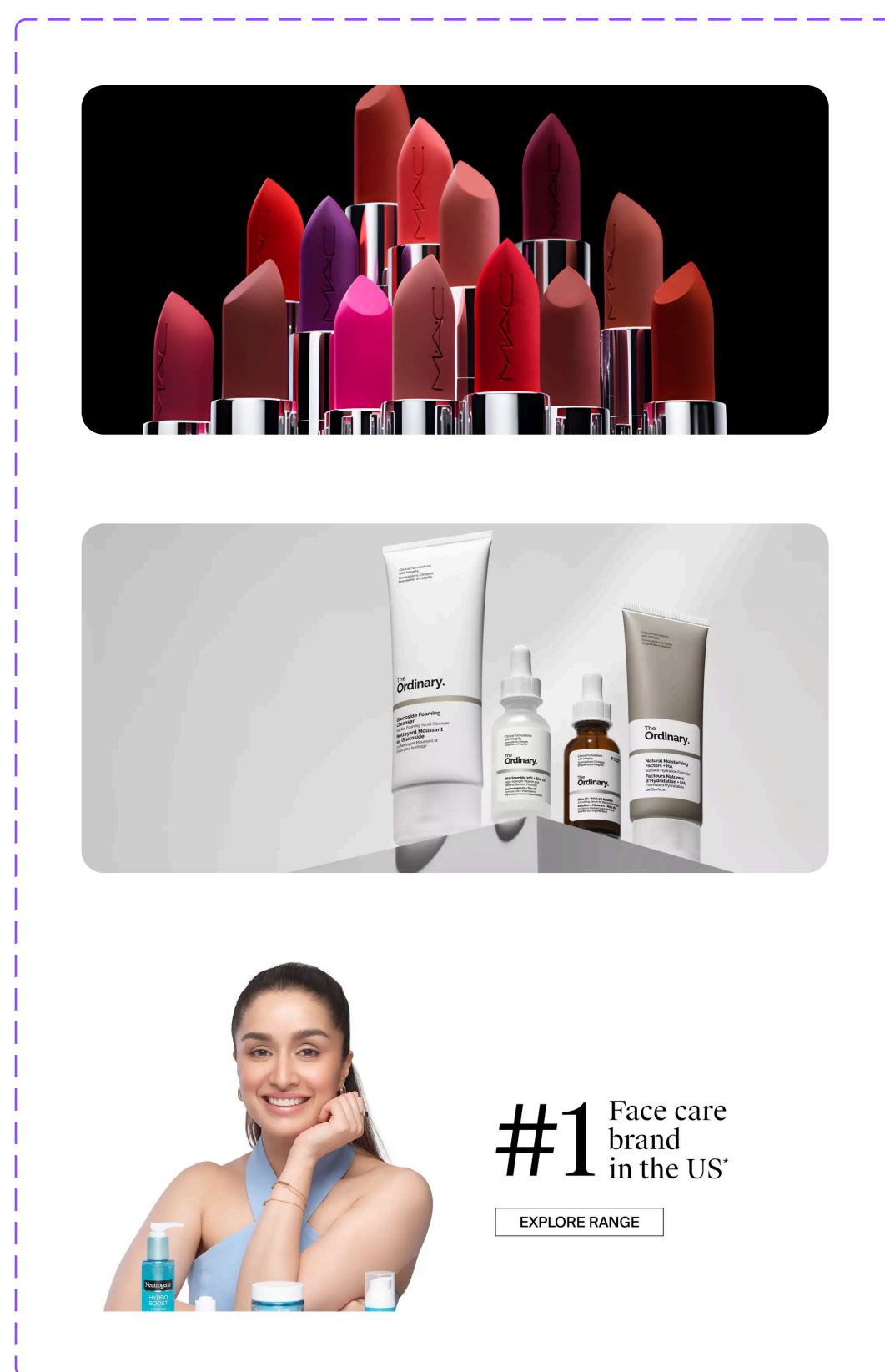
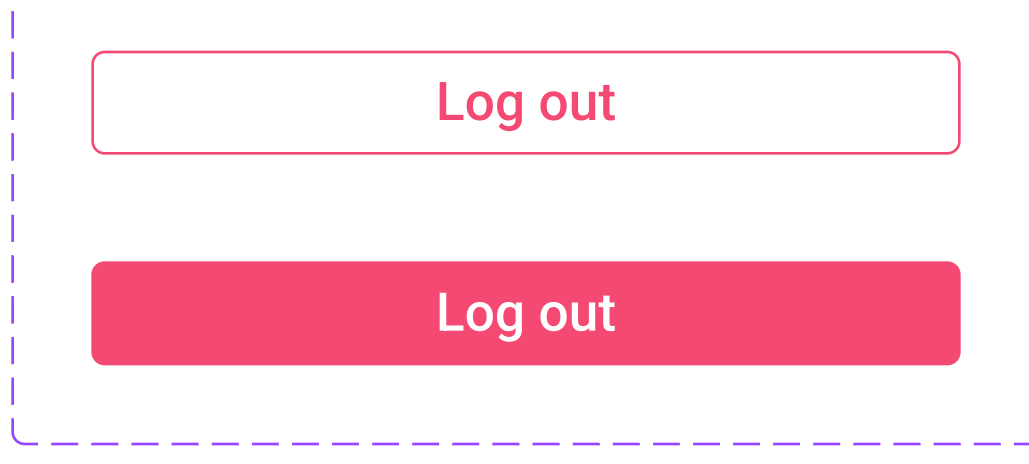
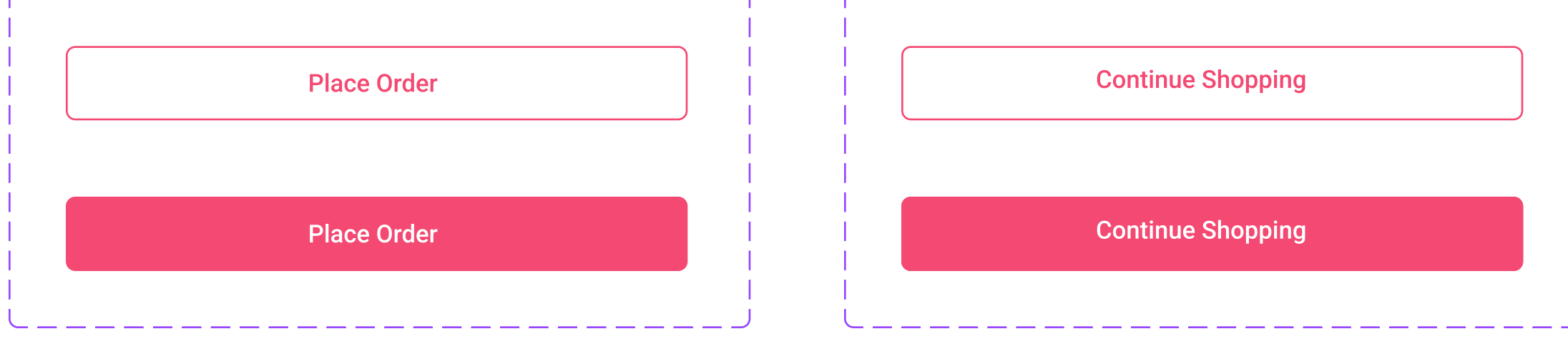
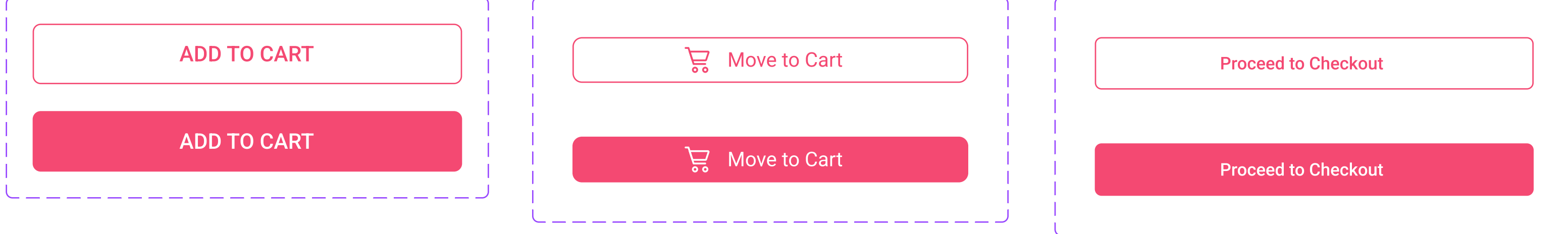
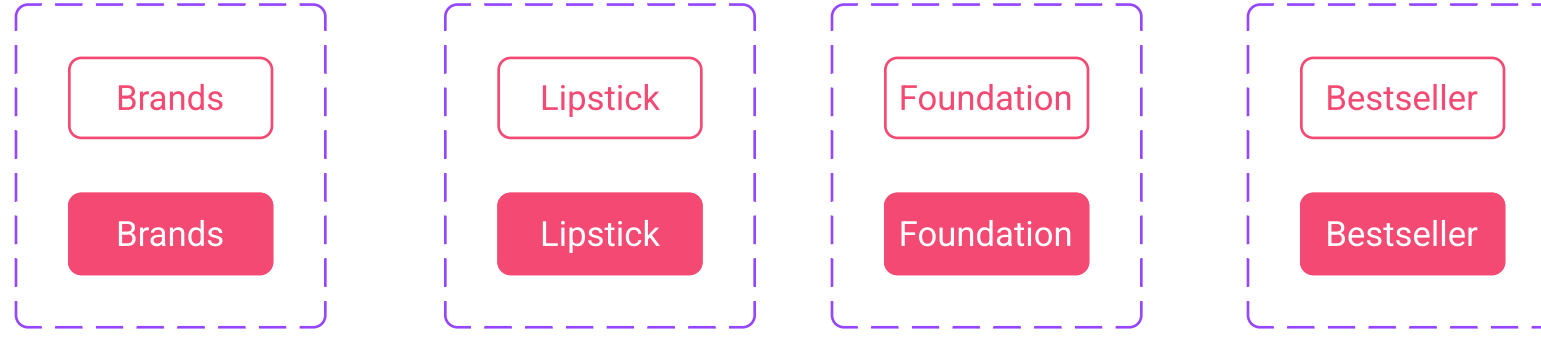
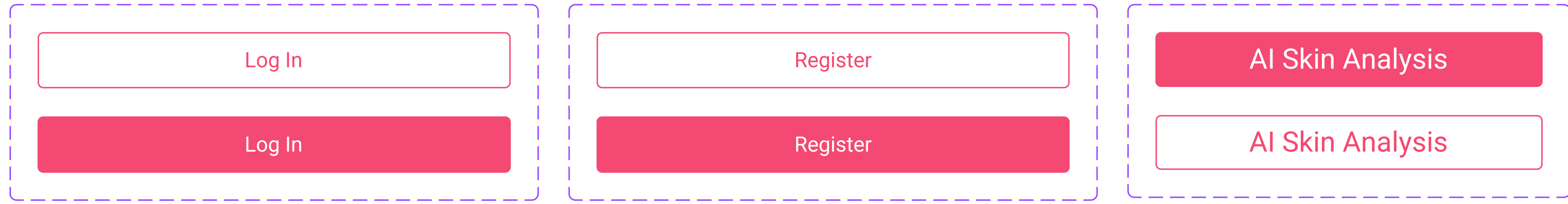
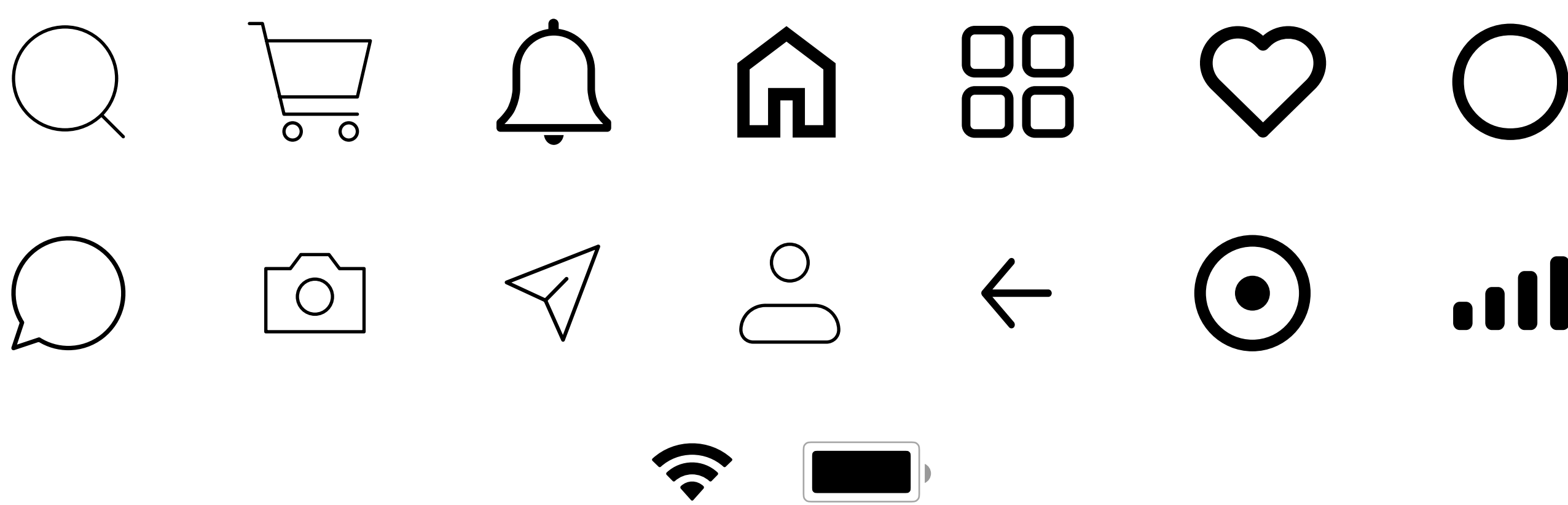
Aa Roboto Semibold

Aa Roboto Medium

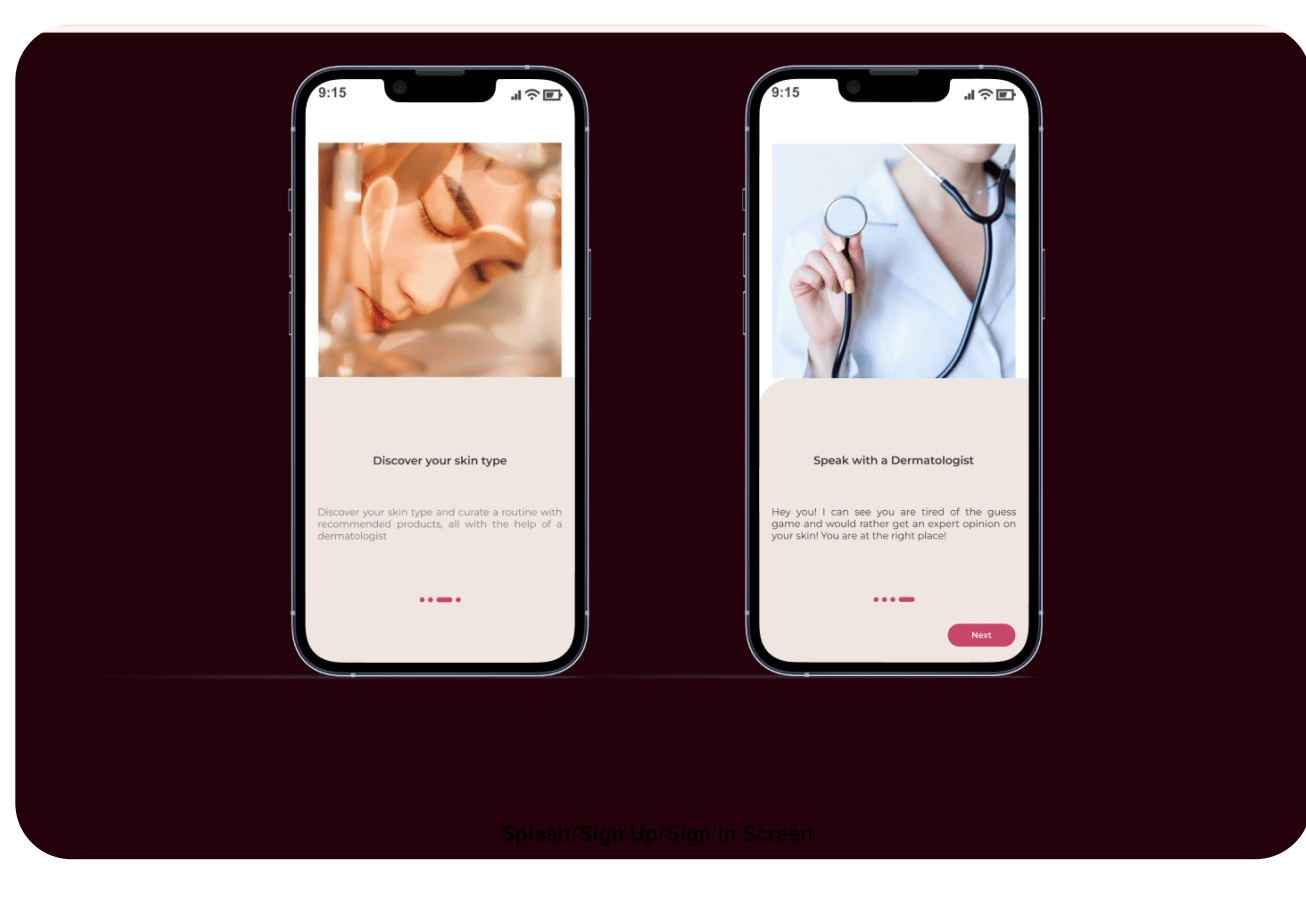
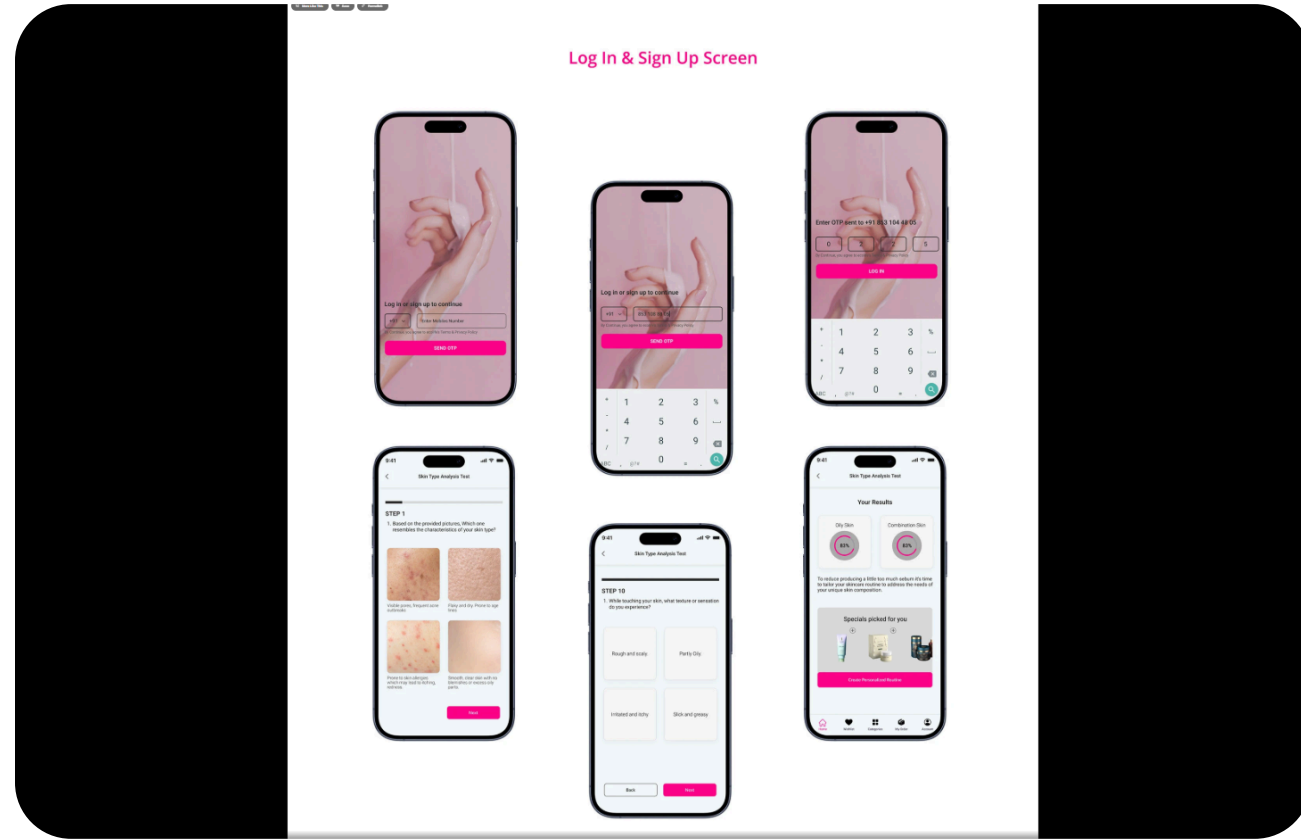
Aa Roboto Regular



Icon & Components

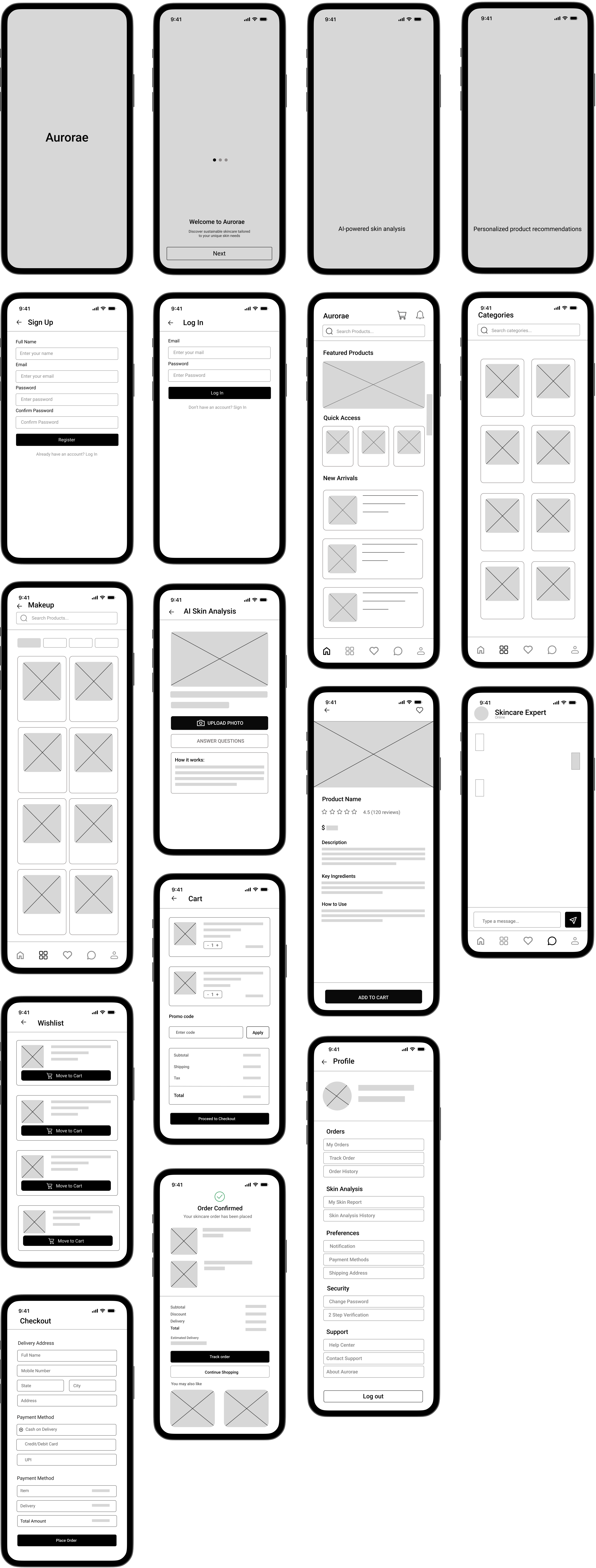


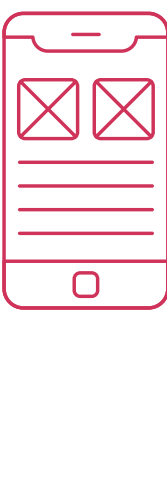
Moodboard





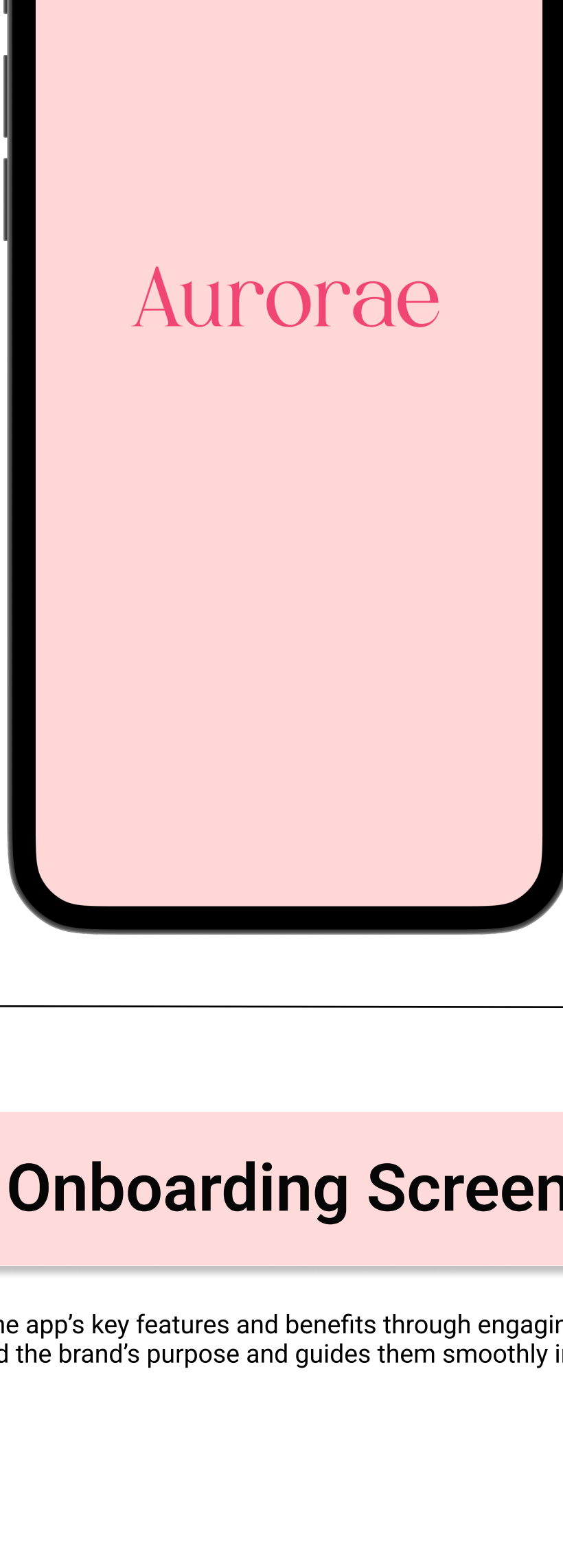
Mid Fidelity Wireframes





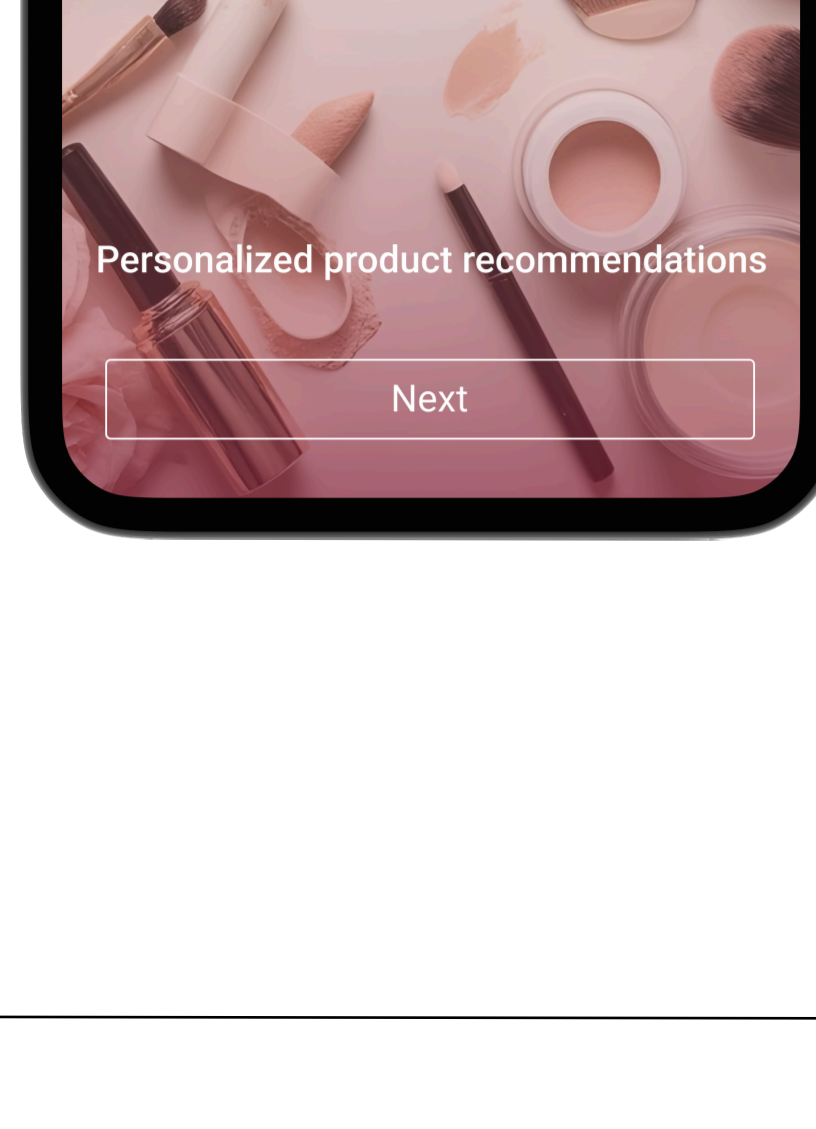
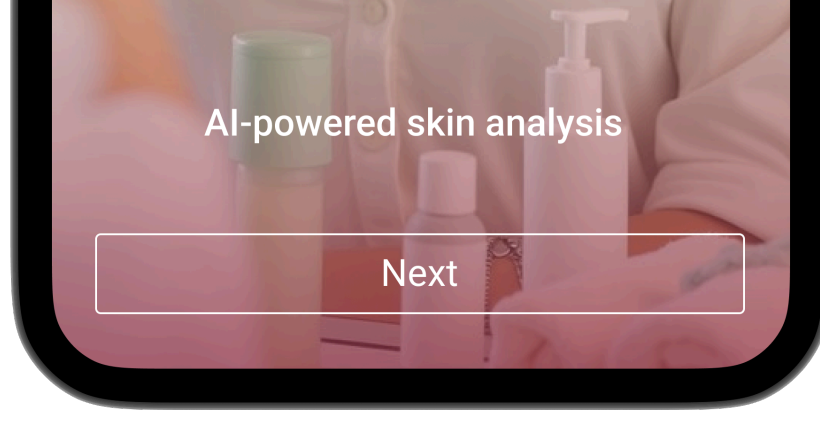
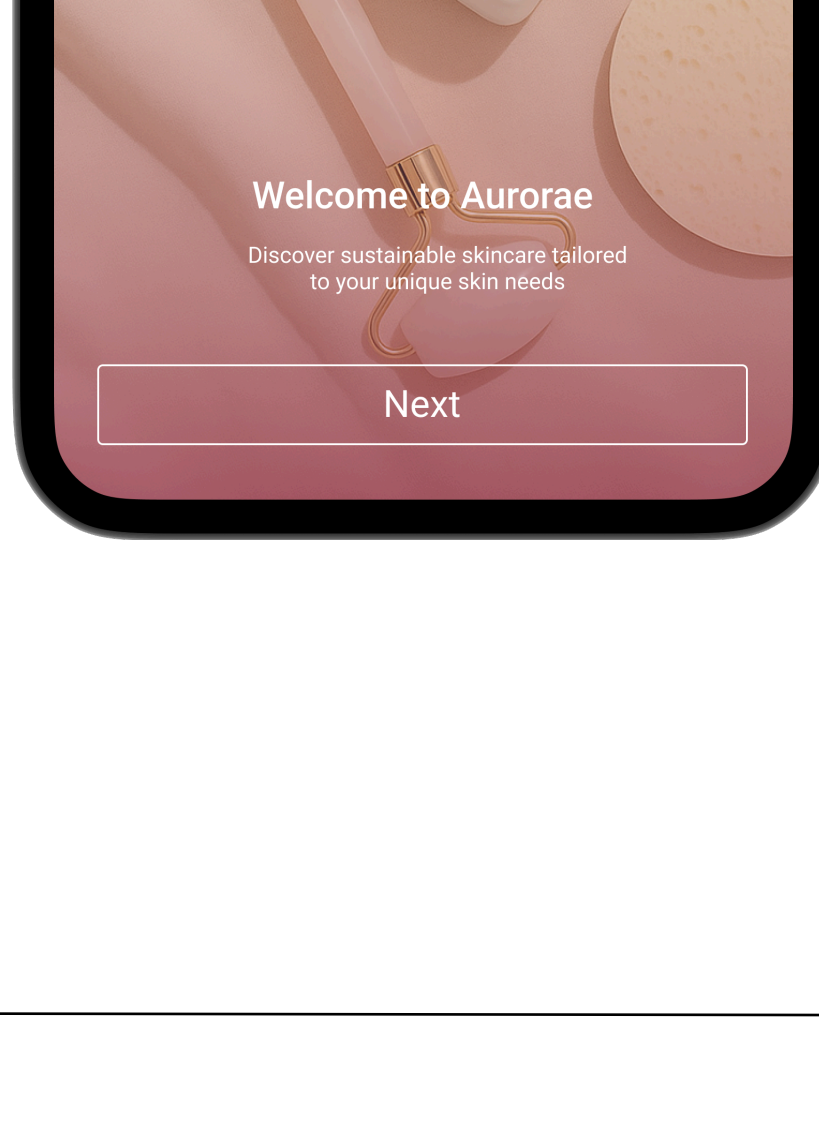
High Fidelity Wireframes

Splash Screen



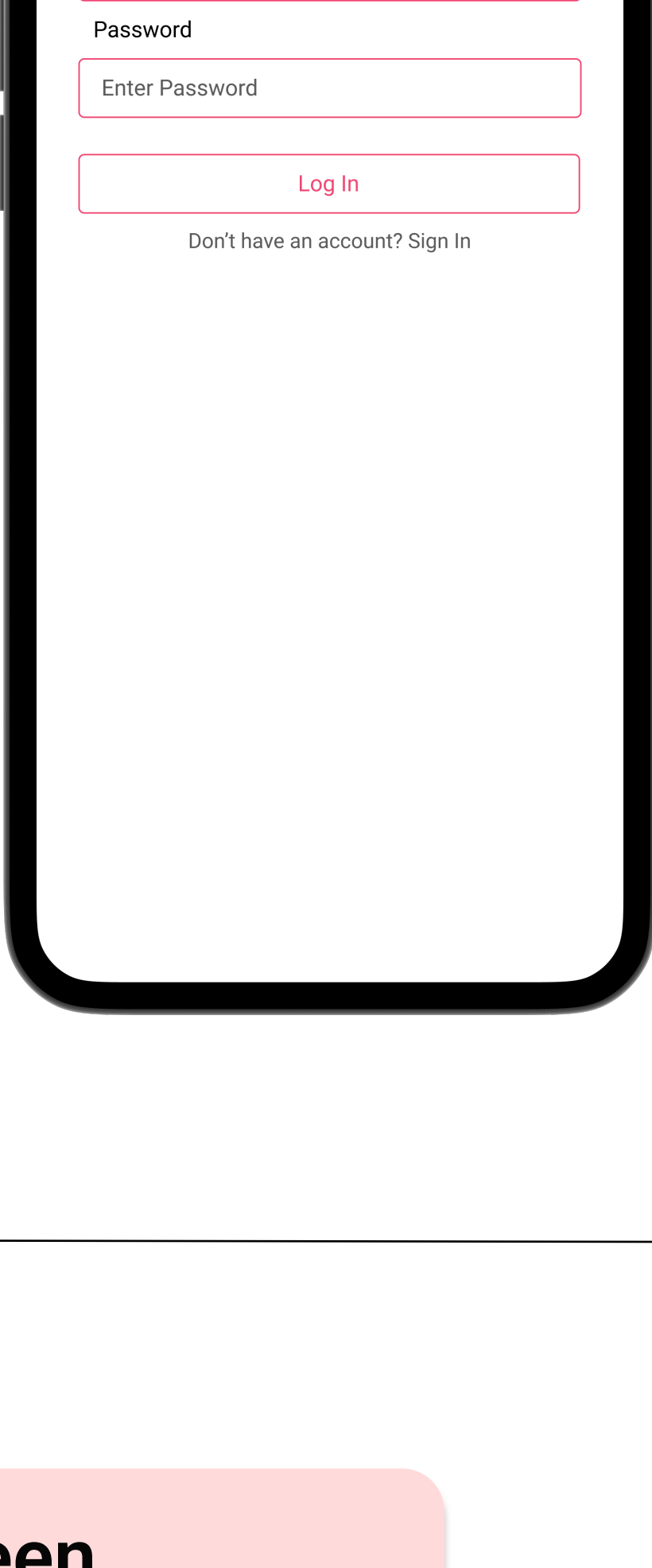
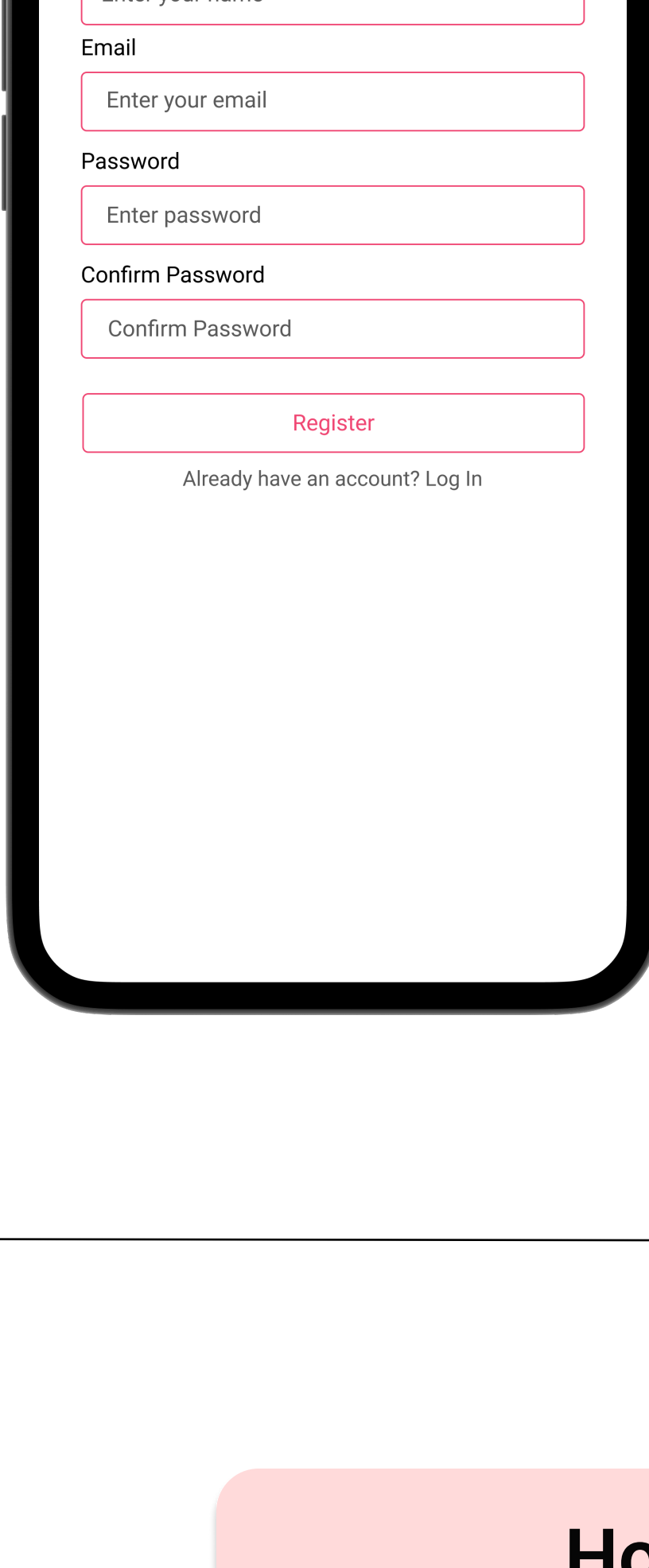
Onboarding Screen

Introduces users to the app's key features and benefits through engaging visuals. It helps first-time users understand the brand's purpose and guides them smoothly into the app experience.

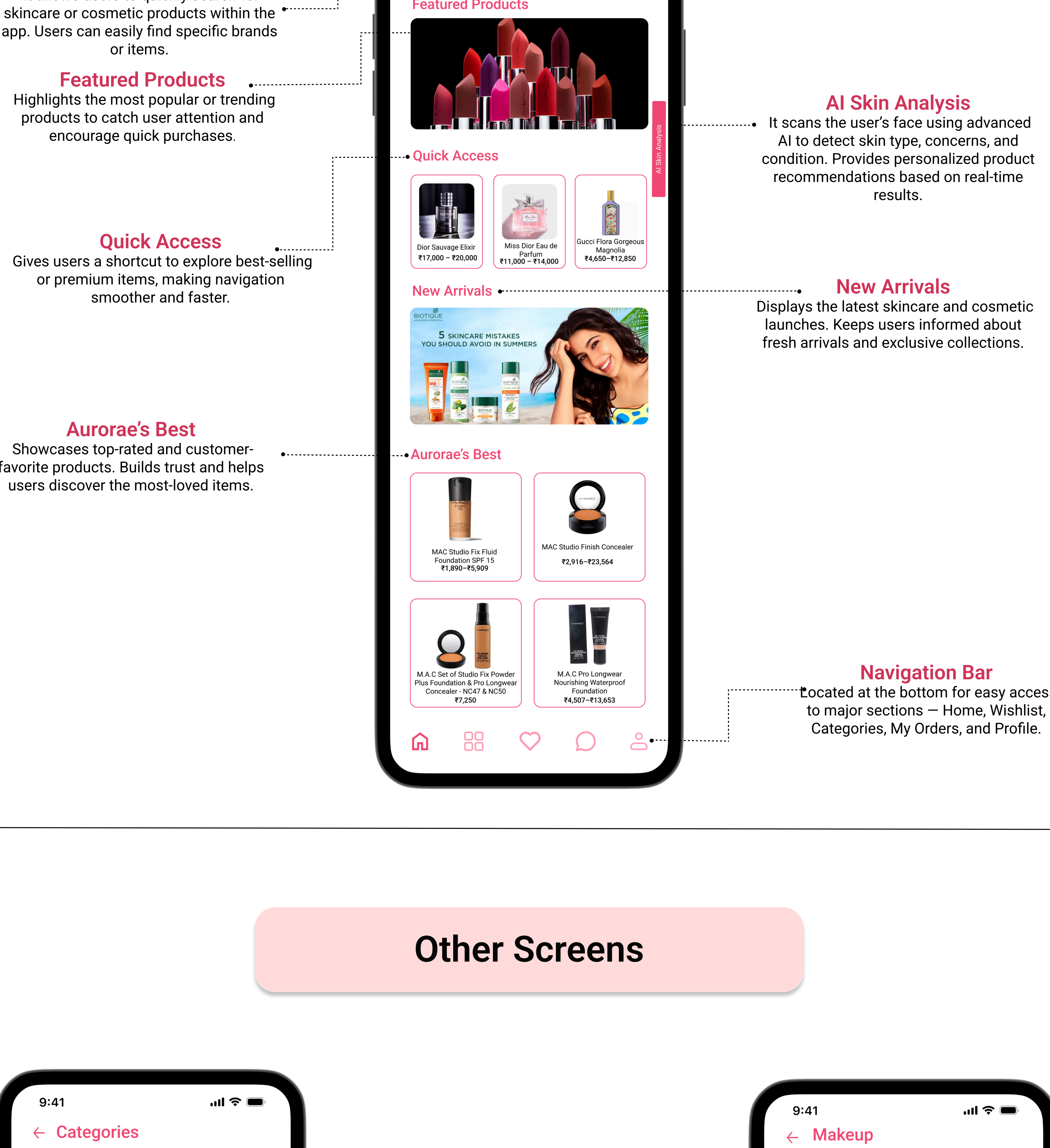


Sign Up & Log In Screen

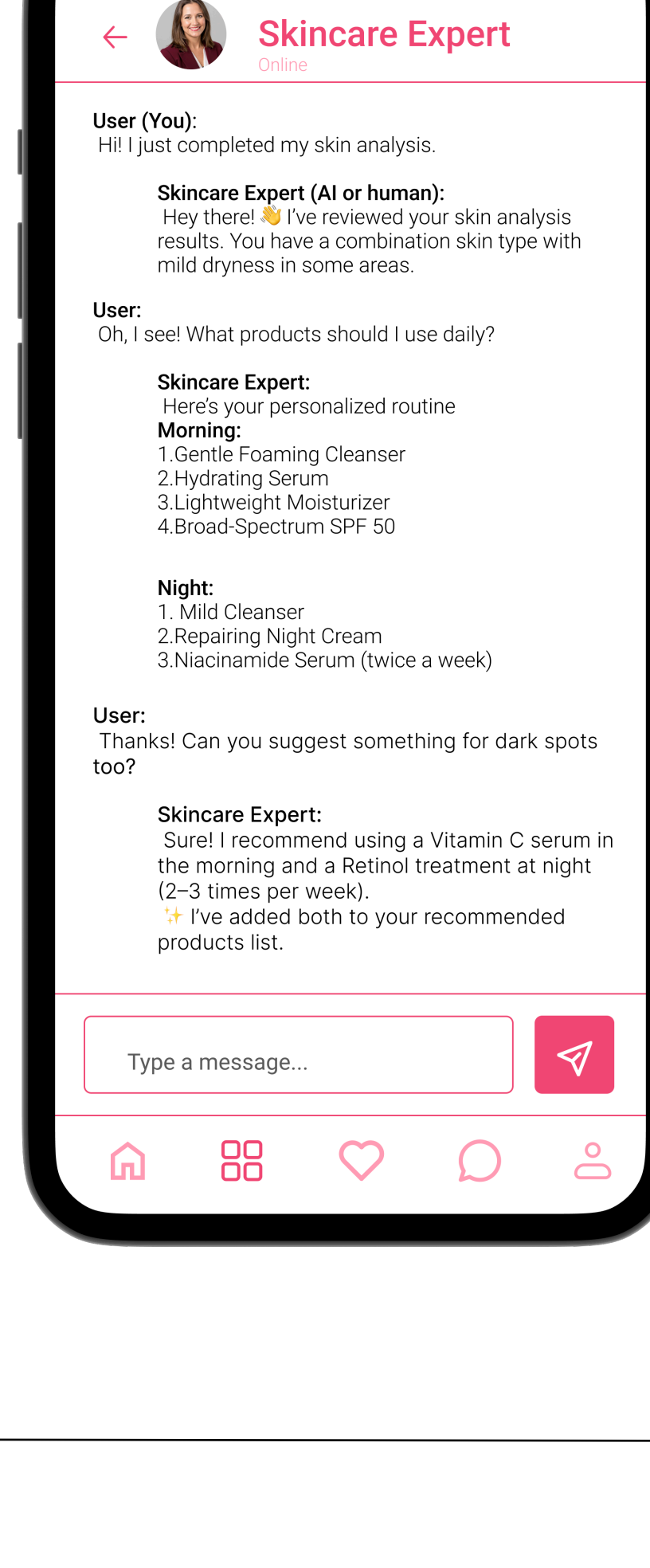
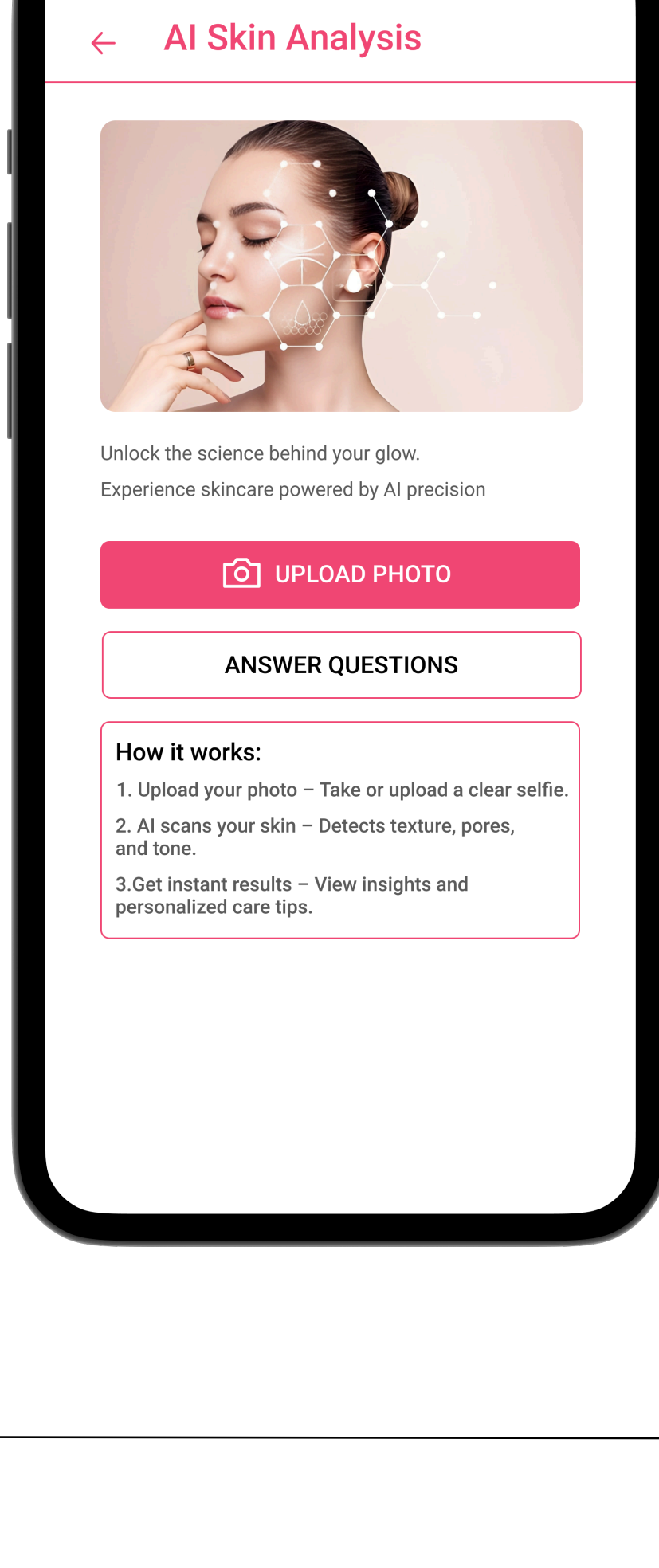
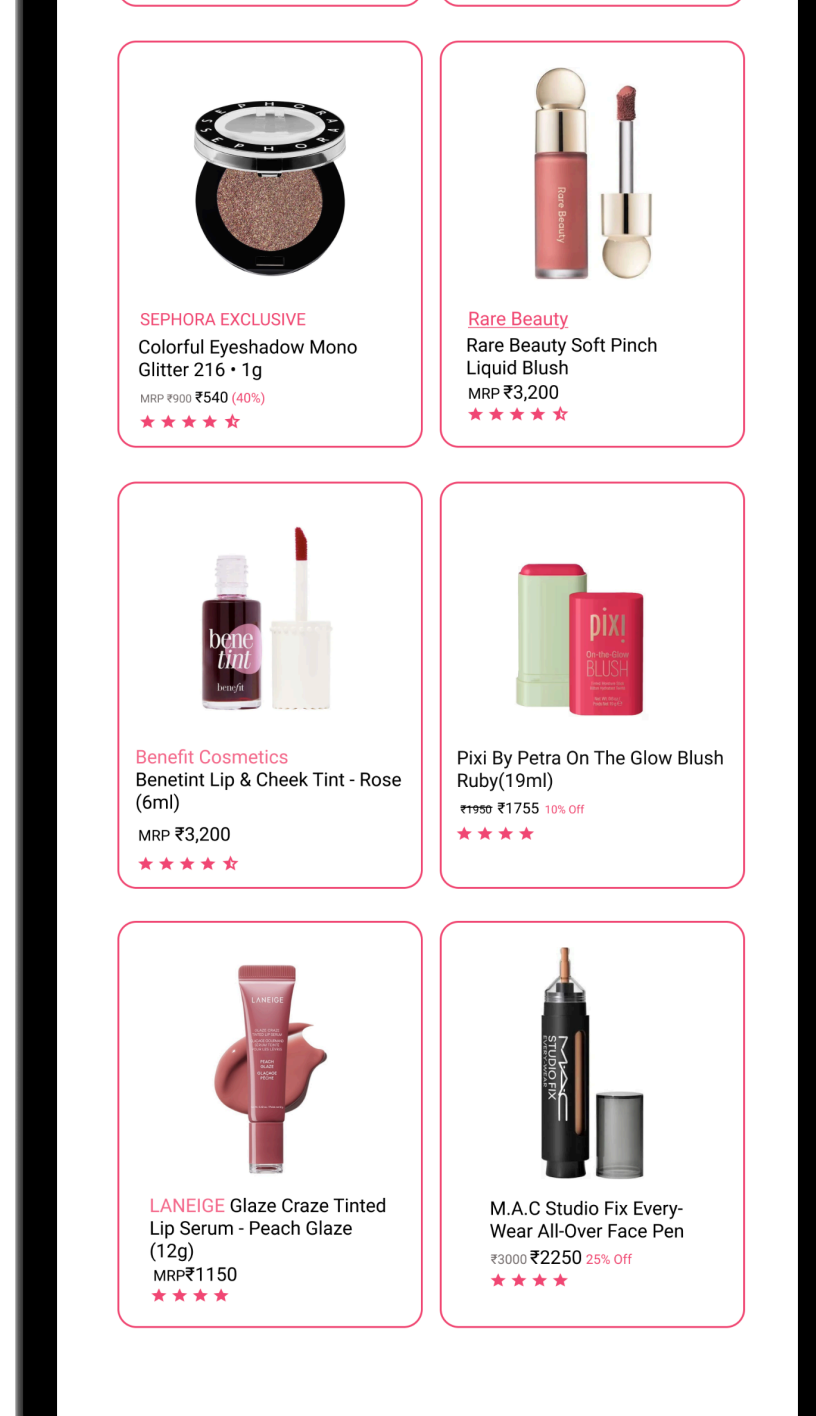
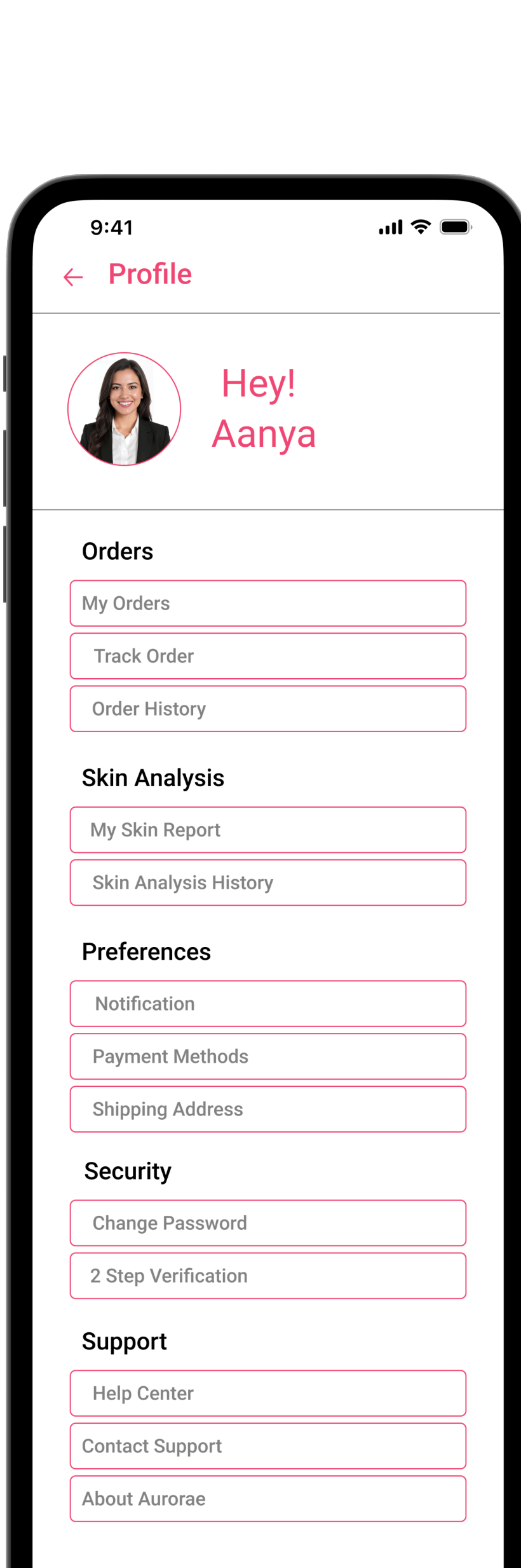
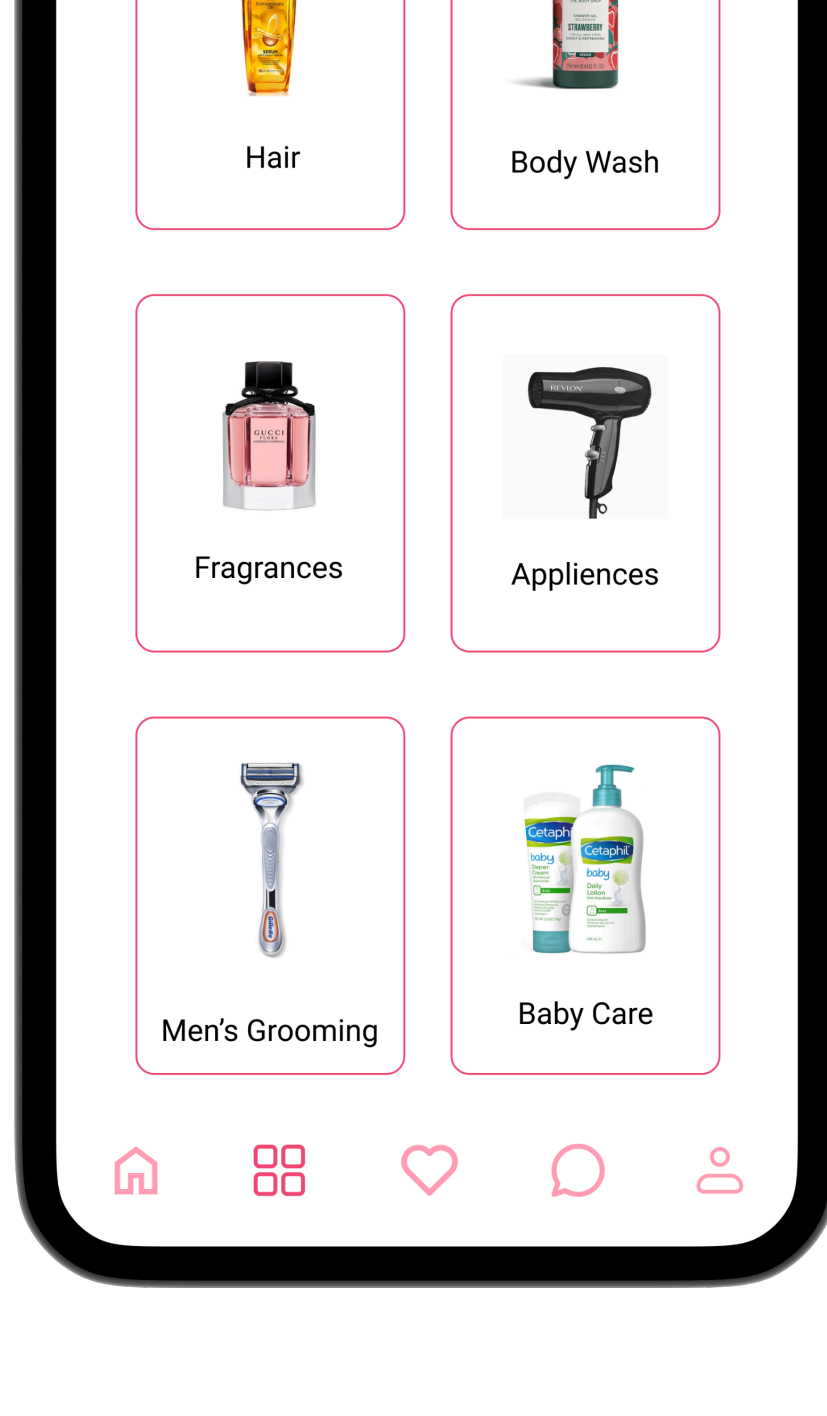
It allows new users to create an account and existing users to log in securely. The process ensures personalized access to user data, order history, and preferences for a seamless app experience.



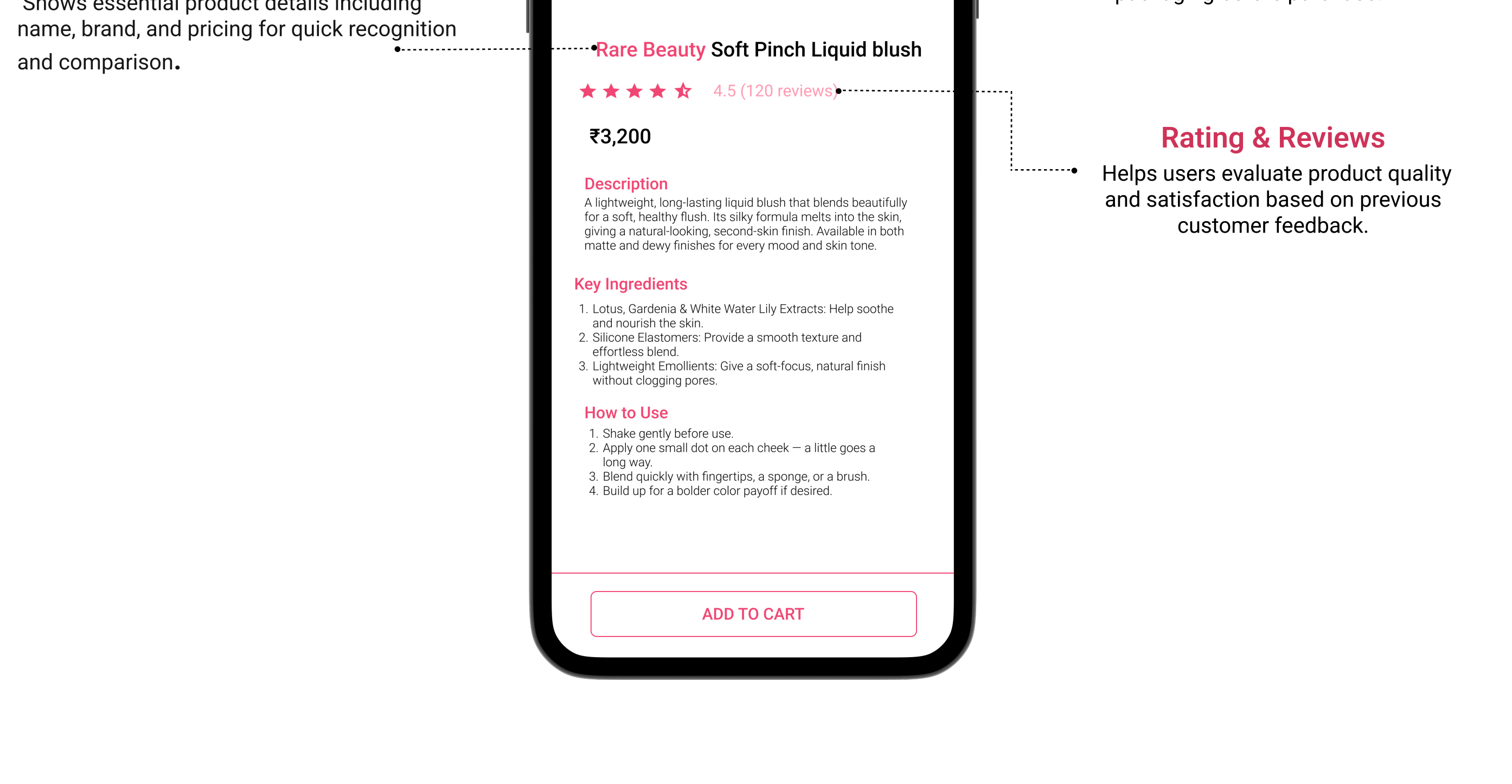
Home Screen



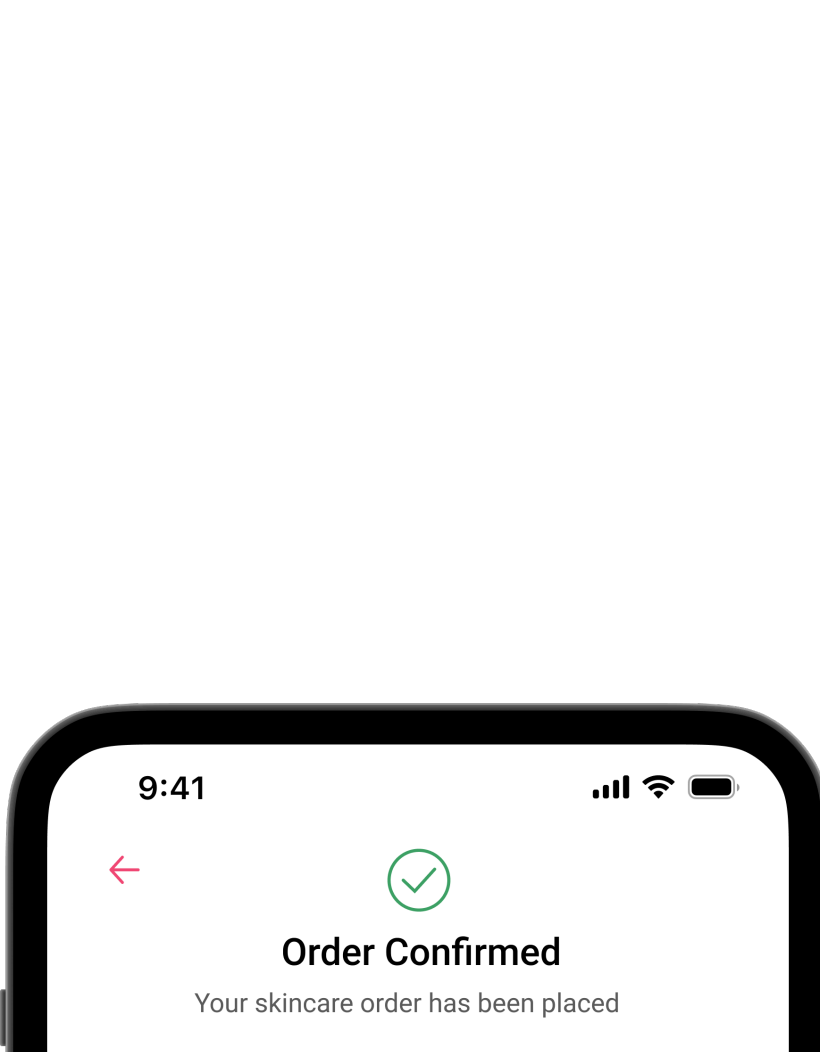
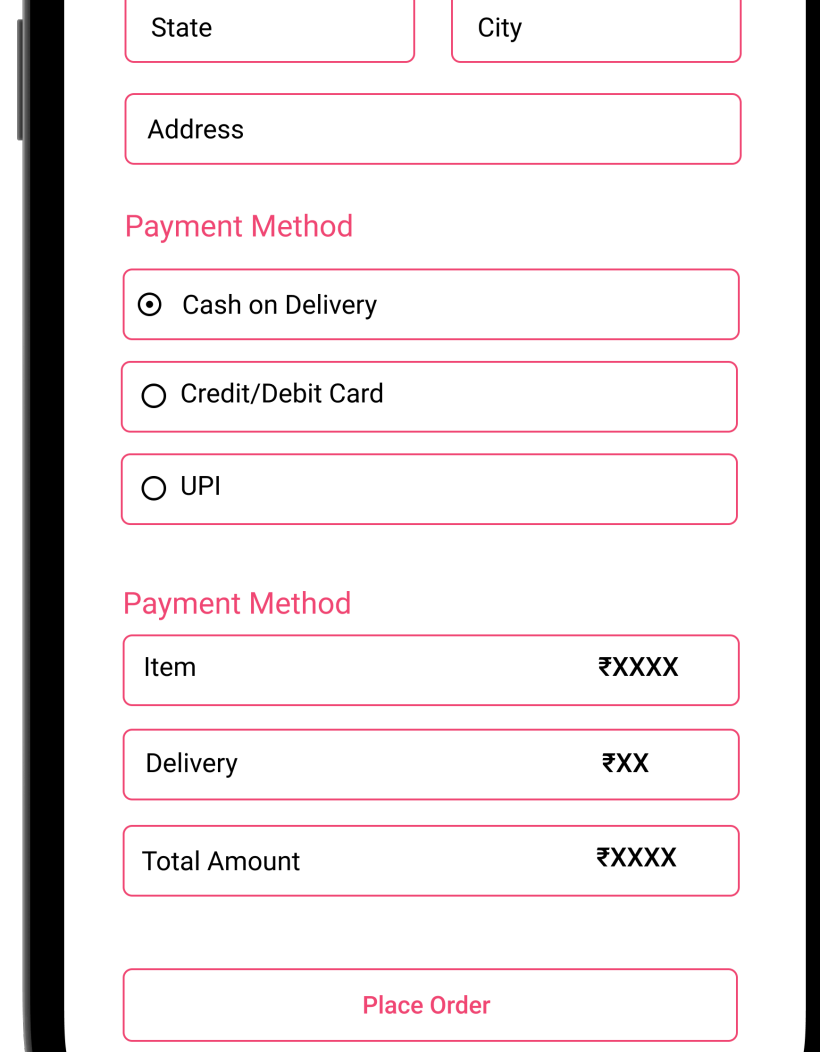
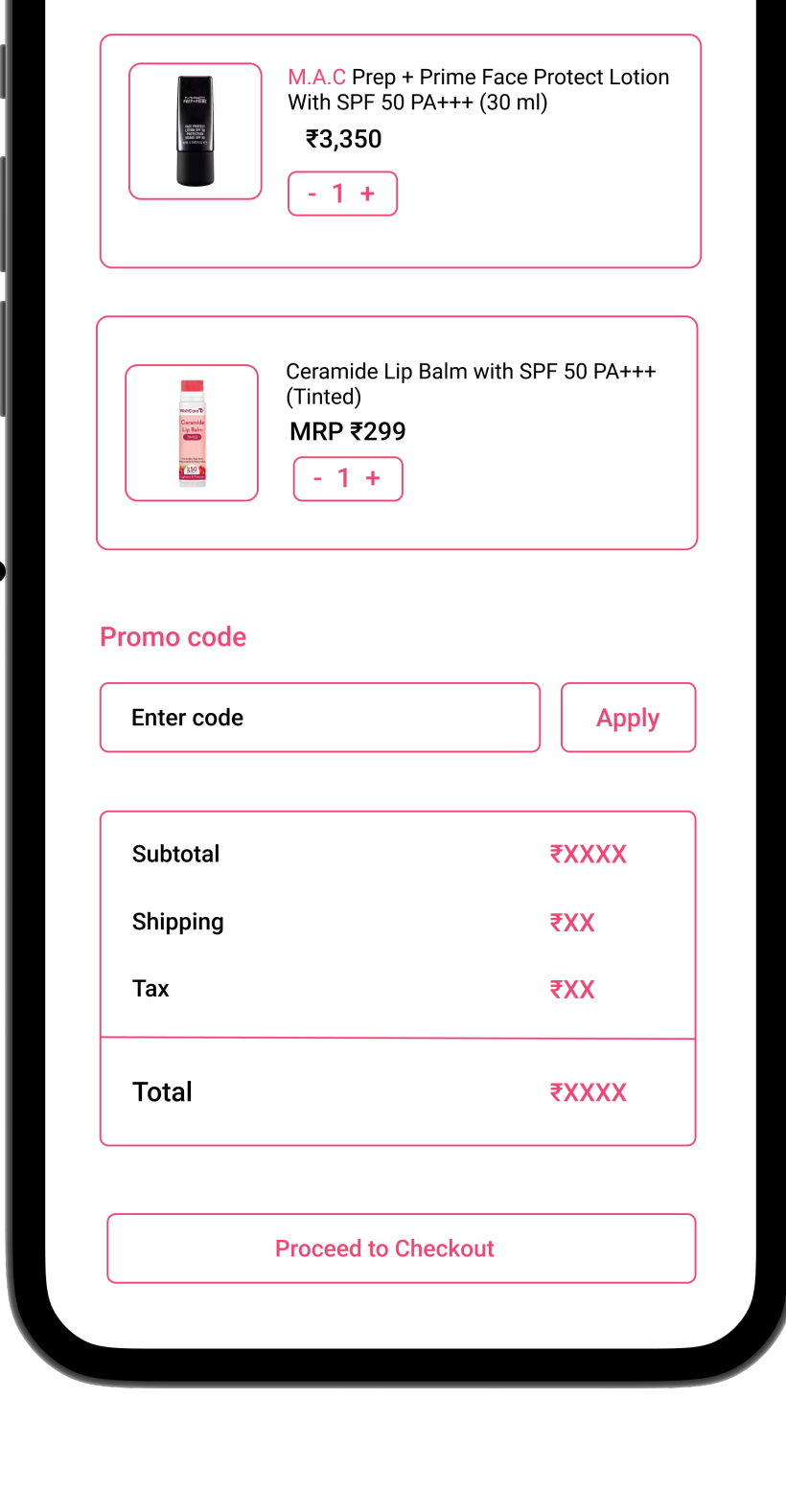
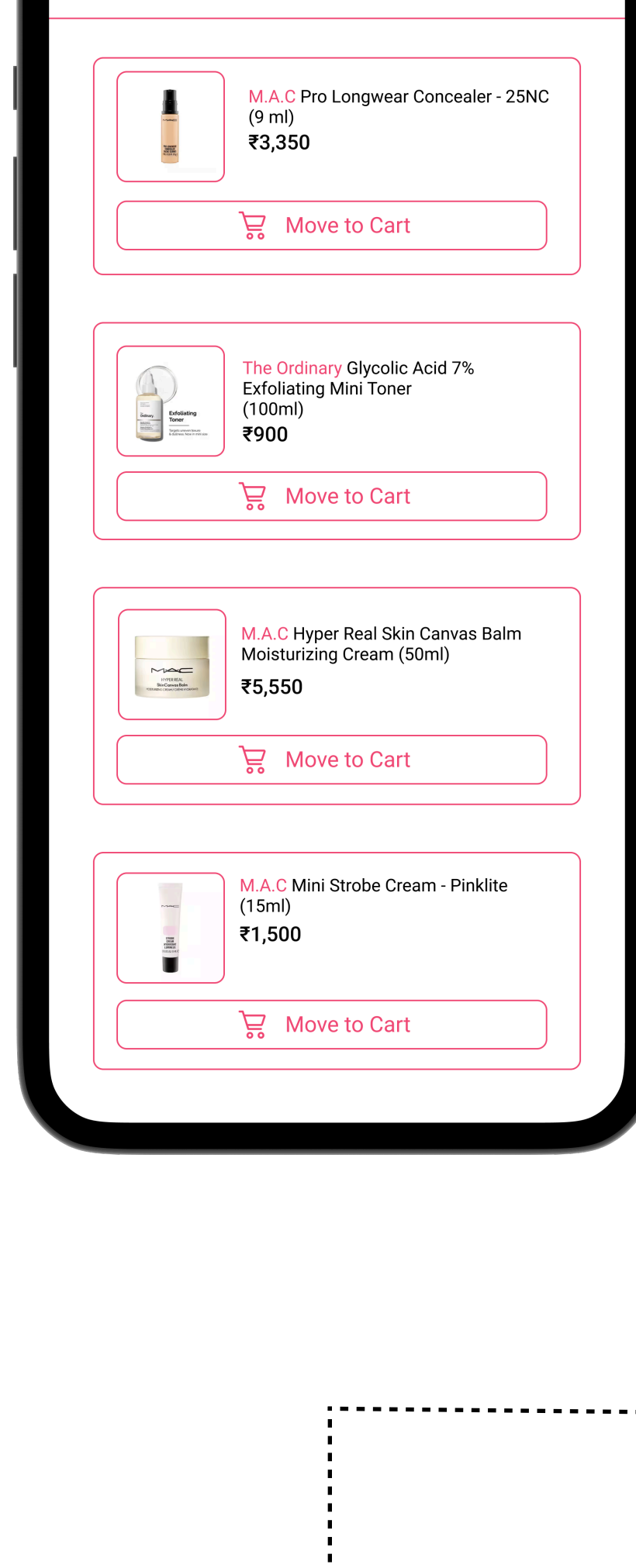
Other Screens



Product Details Screen



Checkout Process Flow





Thank you! For
Scrolling