Blush

Social media *for* beauty **enthusiasts** *and* beauty *brands.*

Blush
HI, BEAUTIFUL

Phone Number, username, or email

Password

Log In

Or

Log in with Facebook

Forgot Password?

Don't have an account? **Sign up**

ABOUT US   CONTACT   PRIVACY   TERMS
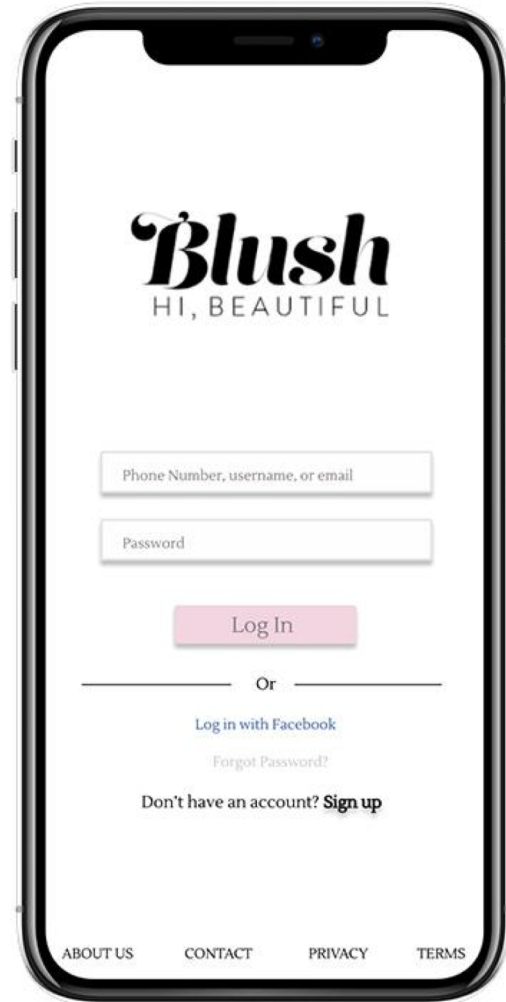
This is **Blush** 🔊

Blush is an interactive social media application with a specific focus on the beauty industry. Blush is for beauty enthusiasts and beauty brands to readily gain and share information with other members of the online sub-community of men and women entrenched in everything beauty.

[Click here](#) to access Blush Prototype
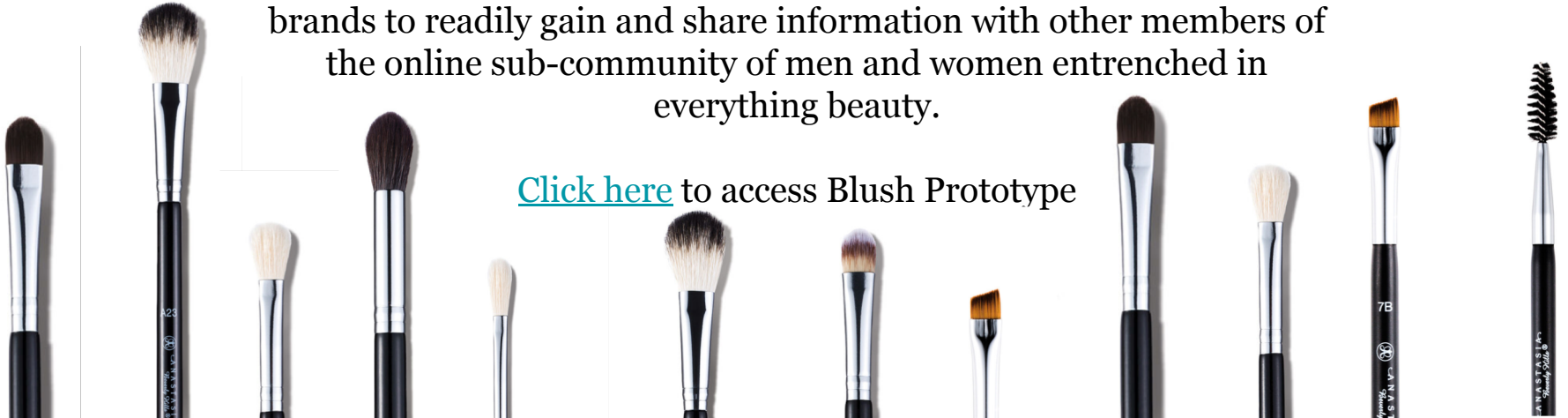
Blush aims to create an online sanctuary for beauty seekers

Beauty and Social Media

-Social media and the beauty industry have become more intimately and intricately intertwined in recent years.

-This once impervious and always profitable market was changed when a new digital landscape of social media was introduced to people worldwide.

-With the onset of social media, beauty influencers found their space instantly on online applications like YouTube, TikTok and Instagram sharing glossy glittering images and video tutorials bringing products to life for girls and boys alike.

-Beauty brands began to notice how millennials and gen z responded to influencers and brands started to use influencer marketing to reach their target market.

-Social media was an integral cog in transforming the landscape of the beauty industry and how beauty products are marketed to consumers (Forbes).
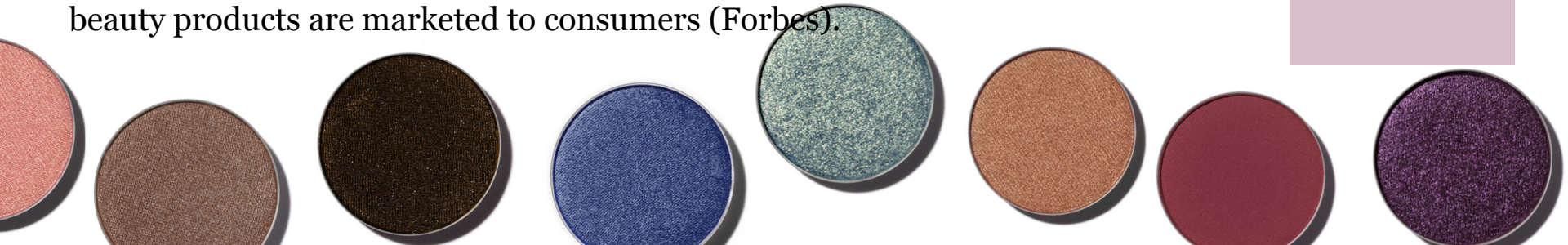
Beauty
for all.

Over the last couple of years, there have been many reports conducted on social media and its negative effects on mental health. Blush is a beauty application that strives to promote beauty on the outside as well as beauty on the inside. With this being said, Blush does not disclose follower count or likes publicly. With the removal of likes and followers, Blush hopes users don't feel insecure when posting, new members/users feel welcomed, users don't fixate on the amount of likes, users don't falsify follower count by purchasing followers, and users feels like they are actively apart of a community holding the same weight and importance as the self-dubbed "beauty gurus."

Demand **for** Blush 🔊

Data collected from 73 participants

Questionnaire

Only 7 participants out of 73 did not correspond to our ideal study population. Out of 73 respondents to the questionnaire ages varied between the ages of 18 and 50 with a majority being between 18 and 35 (52%). The questionnaire included 24 questions ranging from multiple choice, likert scales, and open text boxes.

Out of 71 responses, 52 people said they had an interest in makeup and 12 said they maybe had an interest in makeup. Out of 14 participants who said they did not do makeup, 10 said they would like to learn more.

iq

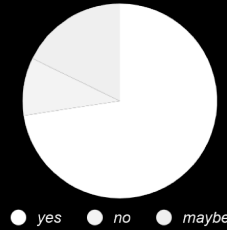**75%** of participants said they enjoyed doing their makeup

63.7% of participants stated they considered makeup a hobby

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

- I consult my friends before buying a new makeup product.
- I consult a clerk or employee before buying a new makeup
- I often talk about makeup.
- I consider makeup to be a hobby.
- I enjoy doing makeup.
- I regularly watch makeup videos on social media.
- I buy makeup on impulse/when I want it rather than when I
- I buy makeup only out of need and necessity/ when I need to
- I like to share my makeup looks with others.

0   10   20   30   40   50

Observational

How participant shops for makeup

A bar chart with y-axis labeled from 0 to 60 (in increments of 20). Two bars:
- Online: approximately 23
- In-Store: approximately 56

Participants interest in beauty and makeup

A pie chart with legend: ● yes ● no ● maybe

Participants Age

A bar chart with y-axis labeled from 0 to 25 (in increments of 5). Five bars:
- under 18: approximately 2
- 18-24: approximately 25
- 25-35: approximately 14
- 36-49: approximately 19
- Over 50: approximately 13
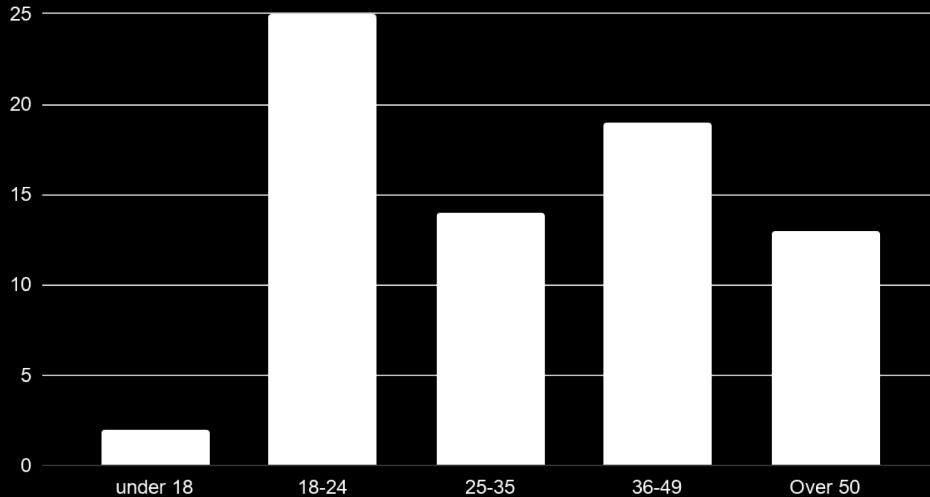
The observational study focused on the point of sale and observed the interactions between the customer and employee. While observing the general atmosphere of the store, we noticed a lack of social media influence in store and online.

The observational study also focused on interactions and we found that key aspects of employee customer interactions were in the form of advice and/or recommendations.

The experience of discovering new makeup seemed to be more fulfilling when communal. The different customers who were with someone else looked happier, often seen smiling or laughing.

Literature 🔊

Traackr's Influencer Market Benchmark (IMB), a technology platform which analyzes the performance of influencer generated content , reported that in the US market, VIPs (influencers with over 5 million followers) are driving a disproportionate amount of VIT (Traackr's proprietary metric which measures a brands visibility) in the makeup category accounting for 82% of all visibility in the beauty category, even though nano ,micro, and midteir accounts (influencers with followers between 1,000 to 50,000) account for 77% of all influencers discussing makeup online. These numbers in the US reported by Tracckr show how exclusive the sub community of makeup influencers are online.

However, Traackr also reported that, "In the UK and French markets, VIPs are less numerous and less impactful. These celebrity-status influencers are outperformed by their counterparts with far smaller audiences, generating 17% and 21% of total VIT for the market." These numbers in the UK and France, as reported by Traackr, prove that there's monetary value in nano ,micro, and midteir accounts and should not be shut out or ignored by the beauty community

Product **Development**

Requirements

-In order to properly approach creating a prototype, specific requirements were created.
-These requirements were created based on both the past information found from the usability study as well as general rules for good usability and user interaction.
-The requirements include those focused on functionality, navigability, data, and privacy.

Low-Fi Prototype

-Created based on our initial data collection.
-During this process, we decided to implement some features that really set the application apart from other well-known applications.
-During the constructing of the low-fi prototype, we also agreed on fonts, layouts, and colors that worked best for UX.

Usability Plan

-The purpose of the usability plan was to map out a study that ensures that requirements are being met as the user interacts with the prototype.
-The plan includes a pilot study which includes a set of participants who should fit the profile of a possible user to ensure they have the assumed knowledge to interact with the prototype.

Product
Development

High Fidelity Prototype

Blush

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Usability Plan Results

6 out of 7 participants completed all tasks.

7 out of 7 participants agreed the application had good utility.

7 out of 7 participants agreed the prototype felt like a wholistic application.

7 out of 7 participants said they enjoyed interacting with the application.

Conclusion

- The prototype was well received. The access to the user base was an important factor in establishing the different requirements and functions necessary to make this an enjoyable application with a good utility.
- In terms of the overall goals of Blush, we have reached most of them
- In terms of the goal to combat some of the issues within the beauty industry, more implementation would need to be conducted to see how much of this is actual a factor with the use of Blush.

- We have also come up with a large amount of data and information to enhance the potential of the Blush application.
- It is important to note that the social aspect of this application is the main and core function and should continue to be in the future. The inherently social nature of the beauty community is what will help set Blush apart from other beauty applications. The social aspect allows for an everchanging and progressive interface that will keep the user entertained.