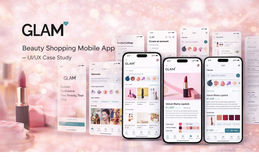
GLAM

Beauty Shopping Mobile App
– UI/UX Case Study

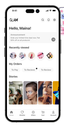


Problem Statement

Beauty shoppers often feel overwhelmed by cluttered product listings, unclear pricing, and lack of personalized guidance across existing apps. GLAM aims to create a simple, elegant, and user-friendly beauty shopping experience that helps users explore products easily and make confident buying decisions.

Crafted Solution

GLAM delivers a simplified beauty shopping experience through clean visuals, personalized discovery, and transparent pricing.



Personalized Beauty Discovery

Easily browse and discover trending beauty products with a modern, personalized home feed.

Clean Product Listing

Browse a clear, user-friendly listing page with Wishlist and filtering options for easy navigation.

Detailed Product View

View detailed product descriptions, zoom in on photos, select quantities and add items to the cart.

Seamless Checkout Flow

Enjoy a smooth and clear checkout process with shipping options, payment methods.

Behind the Design: The Story

The Team

Worked independently on research, user flows, wireframes, and high-fidelity UI design.

My Role

Handled end-to-end design including research, user journey mapping, wireframing, UI design, and interactive prototyping.

Duration

3 Weeks
Timeline: Research → UI Design → Prototype

Tools

Figma (UI Design & Prototyping)
Miro (Wireframing & User Flow)
ChatGPT (UX Research)

Project Goal

Design a clean and personalized beauty commerce experience that helps users discover products faster, compare options easily, and complete checkout with confidence. The focus was on reducing visual clutter while improving navigation flow.

Research Part and User Persona

To understand user needs, I explored common beauty shopping behaviors, identified pain points in existing apps, and created personas to guide design decisions.

Ananya Sharma
Beauty Explorer
"I enjoy discovering new beauty products and finding the best options"

Basic Info
Age: 24
Device: iPhone
Occupation: Marketing Executive

Goals ✅
- Discover trending beauty products
- Save favorites in Wishlist
- Compare options easily

Pain Points 😣
- Too many product options
- Confusing product details
- Hard to navigate apps

Meena
Busy buyer
"I prefer quick shopping sessions to get what I need without any hassle"

Basic Info
Age: 30
Device: Android
Occupation: Working Professional

Goals ✅
- Quick product search
- Simple checkout process
- Reliable delivery information

Pain Points 😣
- Long checkout flows
- Too many popups
- Unclear pricing or delivery info

Analysis

Competitive Analysis

Studied beauty apps like Nykaa and Amazon to understand user flows

- Apps feel cluttered and overwhelming
- Product pages lack personalization options
- Checkout processes are often confusing

Use Case Analysis

Analyzed key user tasks to focus on core app features

- Discover trending products
- Compare prices & ratings
- Save to Wishlist

Pain Points

Identified common frustrations in the beauty shopping journey:

- Too many product options causing confusion
- Lack of clear product comparison
- Information overload on listing pages

Target Audience

Defined the primary user group for the app:

- Beauty enthusiasts aged 18–35
- Mobile-first shoppers
- Users looking for quick, personalized beauty recommendations

Brainstorming & Ideation

Your Approach

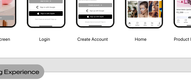
User-Centered Ideation Approach:

- Focused on simplifying product browsing & decision making
- Prioritized quick navigation with bottom tab structure
- Designed clean product listings to reduce visual overload
- Balanced aesthetic beauty visuals with usability

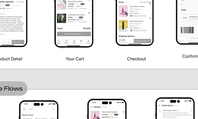
Possible Solutions

Solution Exploration Ideas:

- Personalized beauty recommendations on home screen
- Clean product listing layout with filters
- Minimal product cards with clear pricing hierarchy
- Fast checkout with reduced steps



Sketches and wireframes



✓ Wireframing Approach

Started with low-fidelity sketches to explore layout structure, product hierarchy, and user flow before moving to high-fidelity UI. This helped me focus on simplifying product discovery and reducing visual clutter.

🔍 Key Decisions Made During Wireframing

- Prioritized product images to support visual browsing
- Tested bottom navigation placement for easier thumb reach
- Simplified product detail layout to avoid information overload
- Designed a clear checkout flow to reduce friction

🔄 Iterations

Initial sketches included dense product information. After iterations, I refined layout balance, reduced secondary elements and improved spacing to create a cleaner browsing experience.

Final Designs (Mockups)

User Onboarding

Splash Screen | Login | Create Account | Home | Product Listing

Shopping Experience

Product Detail | Your Cart | Checkout | Confirmation

Feature Flows

Search Screen | Wishlist | Notifications

Design system, Style-guides

Typography

SF Pro Display was used across the app to maintain a clean and modern iOS feel. Consistent weights (400, 500, 600, 700) and sizes were applied to ensure readability and hierarchy between headings, product details, and actions.

Color System

A clean, structured color palette improves usability:

- Neutral shades for text & backgrounds
- Soft accent colors for actions
- Red for destructive actions
- Green for success states
- Orange for ratings

UI Components

To maintain consistency and speed up design, reusable components from Untitled UI were used, including:

- Buttons & Save Button System
- Input Fields & Checkboxes
- Product Cards & Tabs
- Social Buttons (Apple, Google)
- Status Bar & Home Indicator
- Icons such as Trash and Interactive Controls

Conclusion

Challenges

- Balancing visuals with usability
- Showing detailed info without clutter
- Keeping checkout simple

Outcomes

- Clean and minimal shopping flow
- Better product discovery
- Clear visual hierarchy

Learnings & Insights

- Consistent components improve speed
- Good spacing improves readability
- User-first decisions matter

Thank you for your time 😊

Feel free to provide your valuable suggestion and comments 💬