

Jennifer Walter Designs



Website Redesign Proposal
December 2015

OVERVIEW

Founded in 1990, Ulta Salon, Cosmetics, & Fragrance, Inc. is a chain of beauty stores in the United States. Ulta Beauty sells a variety of high-end and low-end cosmetics as well as other personal care products, such as cleansers, moisturizers, beauty tools, and men's and women's fragrances. In all, the chain carries about 20,000 products and 460 brands in their stores. Additionally, each brick and mortar store contains its own full-service salon. The company is headquartered in Illinois, and currently has 715 stores (as of August 2014) nationwide. For the first quarter ending in May 2014, sales were \$713.8 million.

The logo for Ulta Beauty features the word "ULTA" in a large, bold, dark blue sans-serif font. Below it, the word "BEAUTY" is written in a smaller, spaced-out, dark blue sans-serif font. A dark blue curved line arches under the "ULTA" text, resembling a smile or a stylized underline.A banner with a background of overlapping orange and pink geometric shapes. The text "All Things Beauty." is written in a white, elegant cursive script font.

ALL IN ONE PLACE.™

PROJECT OVERVIEW

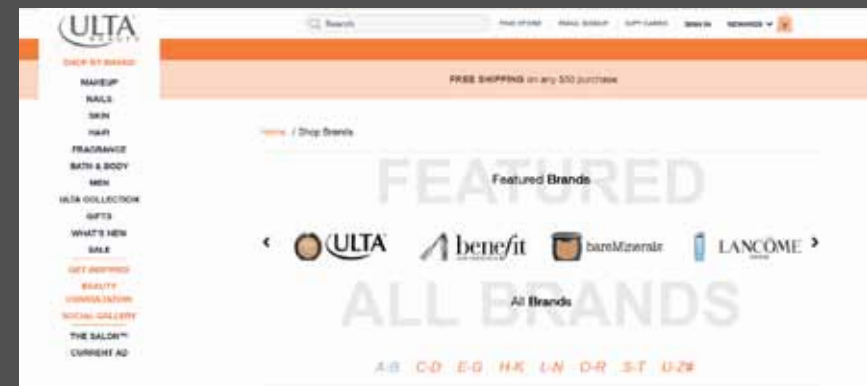
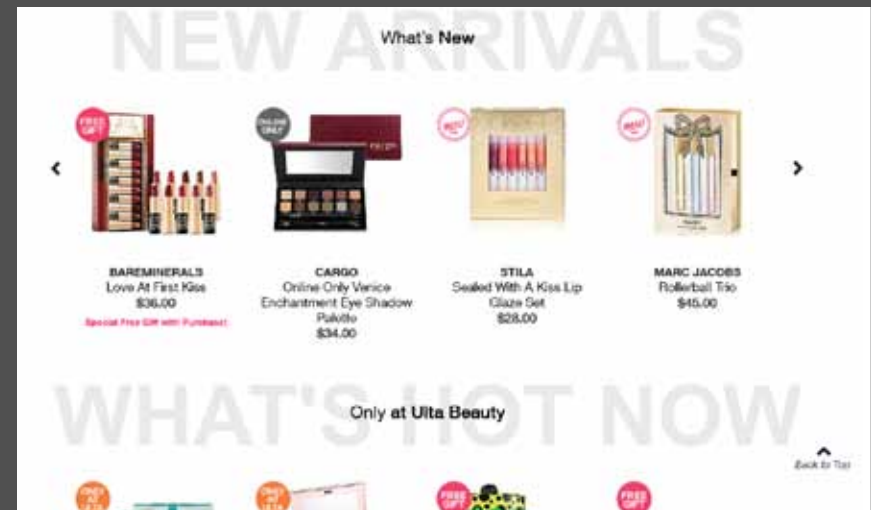
A large part of having a successful business is having a highly efficient web presence. The current design falls short in several areas. Presently, there is a slider on the Home page that takes up most of the space above the fold. This slider displays current promos and offers. On subsequent pages, this space is taken up by an almost equally large header graphic. It is a waste of space and not concise. It makes it difficult to tell that there is a lot of information farther down on the page. Furthermore, the left-side vertical menu contains too many items, hurting its legibility and comprehensibility.



PROJECT OVERVIEW

The Home page and subsequent Category pages have several oversized headings with large faded lettering in the background and smaller, darker type superimposed on top. These headings are somewhat illegible due to this and take up too much space due to their size.

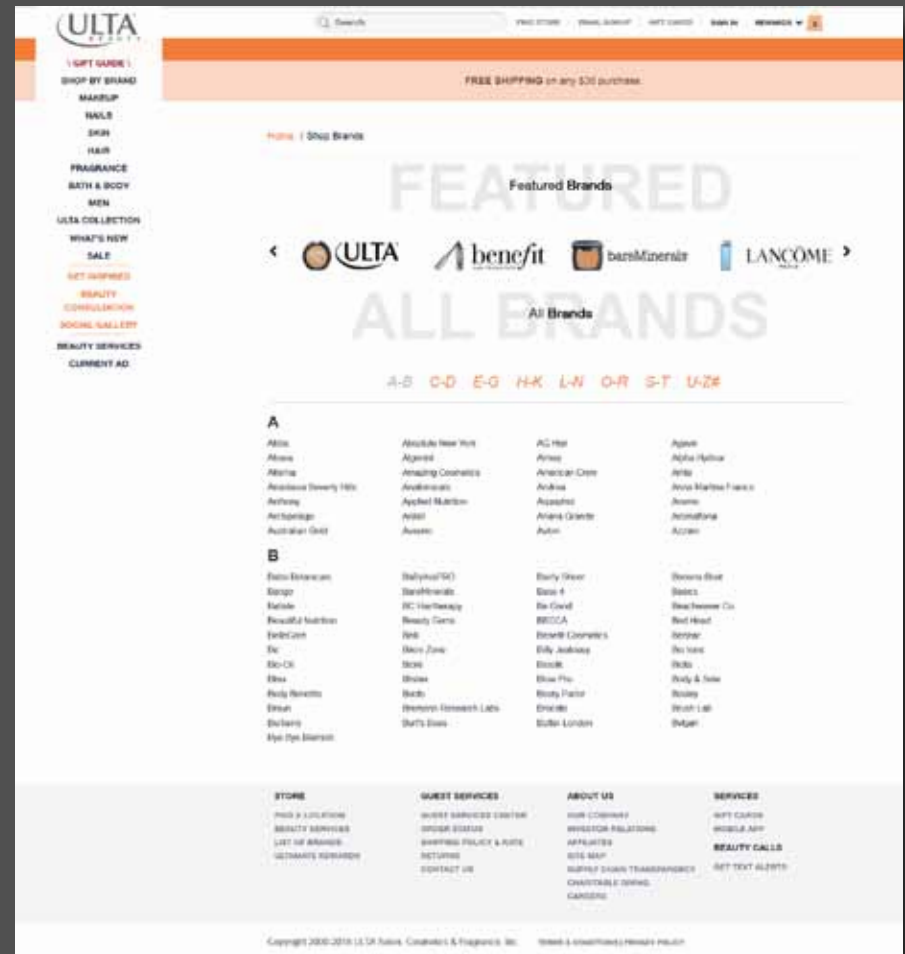
There is a Shop By Brand option on the main menu that needs retooling. When the user clicks on this option, the screen shows alphabetical groupings of letters. Then the user chooses a section of letters and the brands associated with that section are displayed. The only feedback from the site that a choice has been made is that the letters of the chosen category change to a gray color. The actual choices appear only if you scroll down on the page and are not noticeable otherwise. This information needs to be clearer and more comprehensible.



PROJECT OVERVIEW

A new color scheme for the website is needed. The signature peach and white colors used in the menu bar and some of the graphics are not very appealing and are reminiscent of poor quality makeup. This reflects negatively on the brand.

The ingredient list for individual products is often missing or inaccurate. The search bar at the top of the page lacks clarity, as it is not always able to locate a searched-for product that does exist in the database. Finally, a few products allow the user to search for their availability in a particular store location, but most items do not offer this service.



PROPOSED SOLUTIONS

The majority of the website is legible and user-friendly. The purpose of the redesign is to improve its clarity and conciseness. By removing extraneous information and making the tools less ambiguous, the website should provide a more pleasant and fulfilling experience to users.

- The slider at the top of the Home page will be shorter vertically. This will take up less space, providing a view of what else is lower on the page. Similar changes will occur to the subsequent category pages.
- The vertical left-side menu will be shortened and a horizontal menu across the top of the page will be added. The offered categories of this menu will be reconfigured, to include more generalized topics. Images below the slider will include links to a few of the previous left-side menu items, such as What's New and Beauty Consultation, and to one of the previous oversized headings located lower on the page. There will also be smaller image links to the right of the slider for the Get Inspired and Social Gallery categories, previous located on the left-side menu.
- The Shop By Brand option will be modeled after a similar tool on the Sephora website. Instead of needing several clicks to get the requested information, mouse hovers and one click are all that is needed to make a brand choice.
- The color scheme will be changed to turquoise, charcoal, and white. Turquoise can signify stability, trust, femininity, calmness, cleanliness, and communication. White represents power, dominance, and sophistication, while black stands for elegance, formality, dependability, and responsibility. The color charcoal has been chosen instead of black, because the current logo on the website is already portrayed in charcoal, and the logo for Sephora, one of Ulta's largest competitors, is black. The new color scheme should appeal to a larger base of customers.
- The ingredient list will be corrected and/or added, so that there is an accurate representation for all products on the site.
- The search function will be improved for better location of searched-for products.
- A find-in-store function will be added for all products offered on the site.

QUESTIONS TO ASK CLIENT

1. Please provide contact information (name, address, email, etc.).
2. What is the purpose of your website?
3. Is there a current website?
4. If there is a current site, what do you like or dislike about it?
5. Who is your target audience?
6. Do you have any particular graphics (logos, pictures, etc.) that you would like to use?
7. Do you have any particular color or font preferences (i.e., color scheme)?
8. What will the website be used for (information, selling, etc.)?
9. Are there any special accessibility needs that should be considered for your target audience?
10. In just a couple of words, can you describe the feeling you would like the site to have (i.e., earthy, fun, creative, professional, playful, authoritative)?
11. What other website designs do you like? Examples?
12. Is there any information that must be included in the website design?
13. Do you have a preferred method of contact for updates on the project?
14. How often would you like to be updated on the project?
15. When do you need the design completed?



PERSONAS



*Teresa Gusso
Executive
55 years old*

Teresa is a busy executive who needs to look professional. She shops at Ulta to find the high-end products that will make this as effortless as possible. She can afford to spend a little more if it makes things easier. She uses the main category headings at the top of the website to search for products. She often orders things online and has them shipped to her home for convenience. She will often look through the What's New category to find new products that she hasn't heard about.



*Sara Smith
Student
17 years old*

Sara is a highschool student who enjoys using fun beauty products with her friends. She shops at Ulta to find inexpensive makeup and nail products similar to the ones she sees in fashion magazines. She uses the menu items at the top of the page to search for general categories and then uses the pricing scale to search for less expensive items within the category. She often goes to the store to find her chosen items to avoid shipping charges. She also likes to look at the Social Gallery to see what is happening on social media.



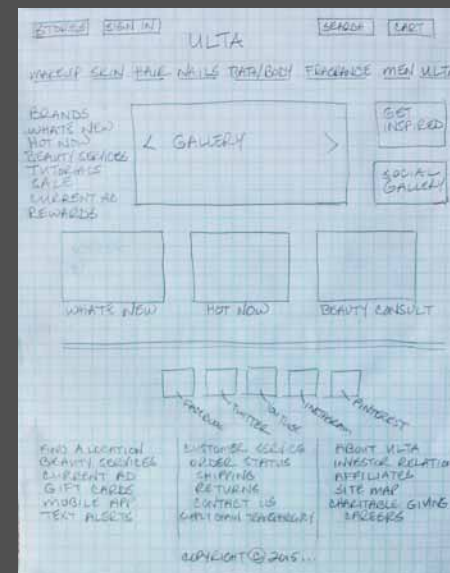
*Jose Gonzales
Cosmetology School Student
22 years old*

Jose attends school at the Cosmetology Institute. He likes to stay ahead of the curve by learning about new personal care products. He shops at Ulta to find quality men's products and the latest trends. He will often look through the What's New and Get Inspired sections of the website for inspiration to use with his clients. He also checks out the Men's category to find Featured and New men's products to try for himself.

DESIGN PLAN / SKETCH IDEA

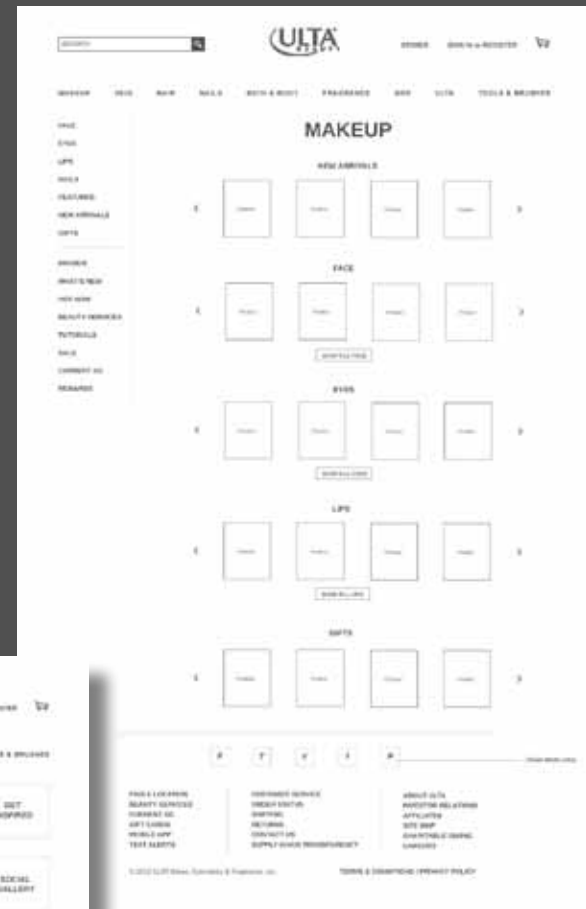
The mind map is a diagram to visually organize the characteristics of the company so that nothing is overlooked in the website redesign. Included are the types of products sold, the types of customers, necessary aspects and uses of the website, along with the brick and mortar stores.

The sketches of the redesigned Home Page and Makeup Page are created as a result of brainstorming for a new site design. These basic plans are used to create more specific wireframes of the site.



DESIGN PLAN / WIREFRAMES

Digital wireframes were created from the sketches. For both pages, the top menu was rearranged. The logo was moved to the left, and an email link was added. This was done to allow for a larger search window than in the original redesign and the addition of an email link, while still preserving the aesthetics and balance of the design.

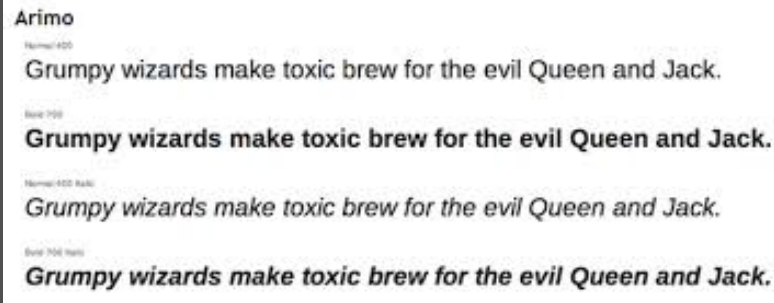


FONT IDEAS

Arimo

Used for Menus, Product Listings, Header, Footer.

This font was chosen for its legibility and clarity. It is very similar to the current Helvetica Neue on the site, but much more accessible to designers.



THIS IS AN EXAMPLE OF A MENU

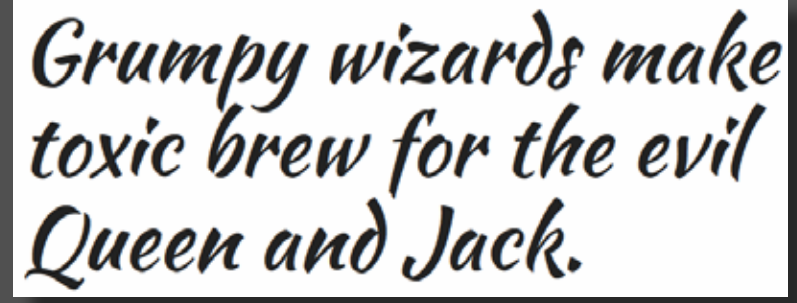
This is an example of a Product Listing

THIS IS AN EXAMPLE OF A HEADER OR FOOTER

Kaushan Script

Used for the Decorative font on Slider images and category titles.

This font was chosen for its flair and decorative qualities. While incorporating attention grabbing qualities, it is also quite legible.



This is an example

COLOR IDEAS

Teal can signify stability, trust, femininity, calmness, cleanliness, and communication.

White represents power, dominance, and sophistication, while black stands for elegance, formality, dependability, and responsibility.

The color charcoal was chosen instead of black, because the current logo on the website is already portrayed in charcoal, and this is distinct from a major competitor.



HEX: #313131
RGB: 49, 49, 49



HEX: #499F7A
RGB: 73, 159, 122



HEX: #FFFFFF
RGB: 255, 255, 255



HEX: #B6E3CC
RGB: 182, 227, 204



HEX: #2F5F49
RGB: 47, 95, 73

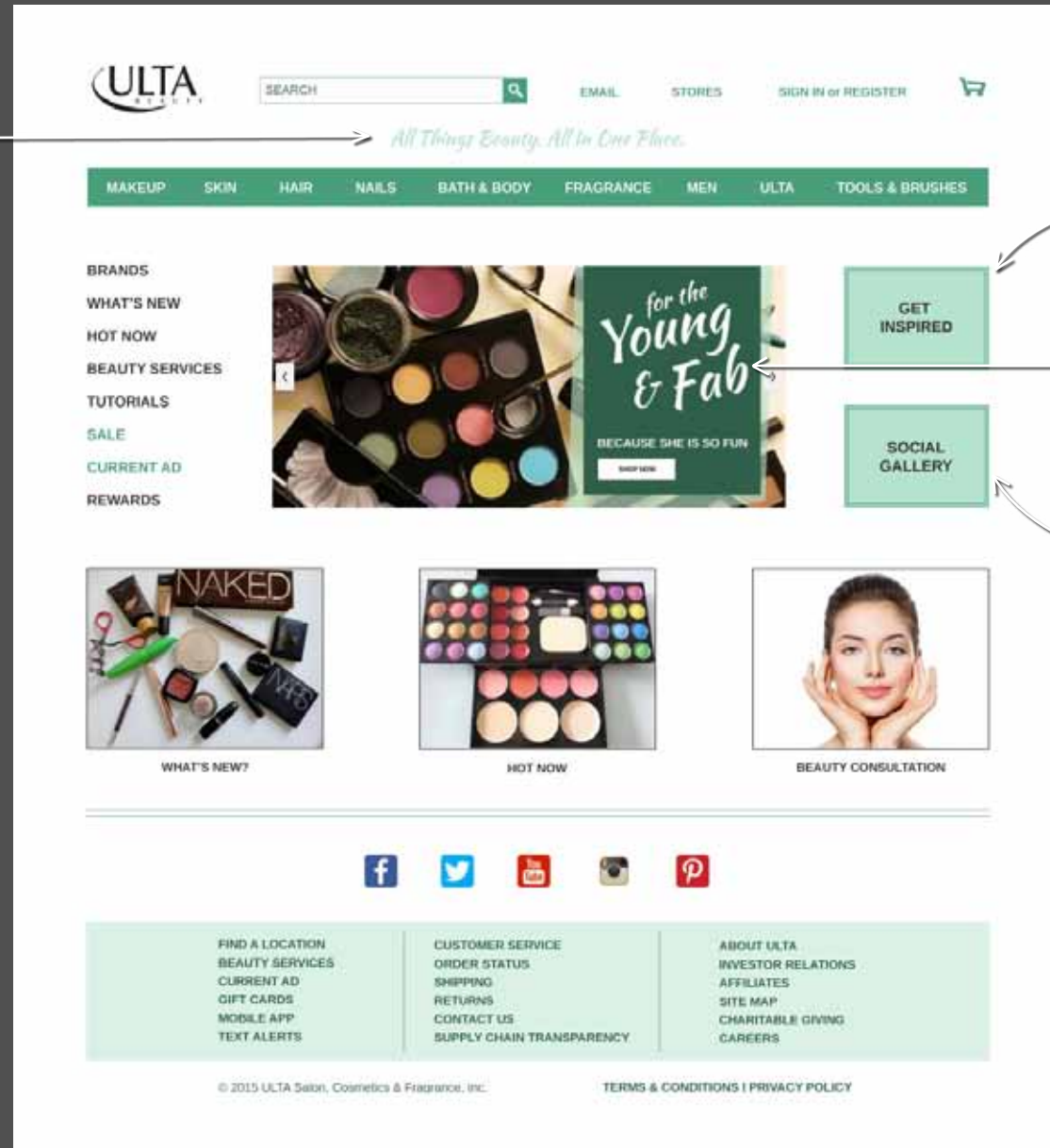
SEARCH



Example Graphic with Color Scheme

CONCEPT DESIGN: HOME PAGE

Added Tagline.
Currently not on
website, only
appears on email.



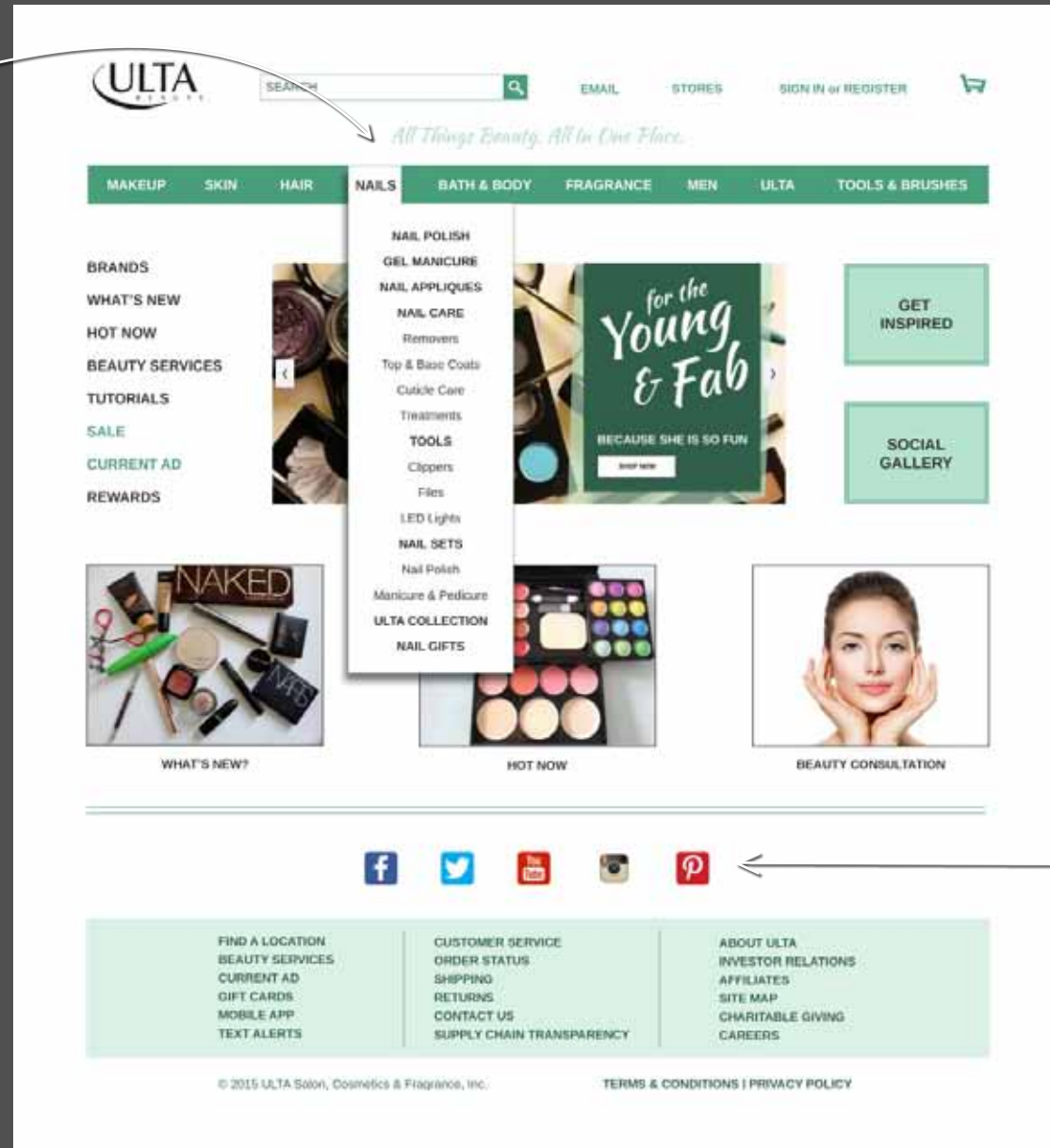
Video Tutorials &
Interviews with
Beauty Experts

Slider showing new
products and
promotions

Customers can
upload their own
beauty-related
photos

CONCEPT DESIGN: HOME PAGE

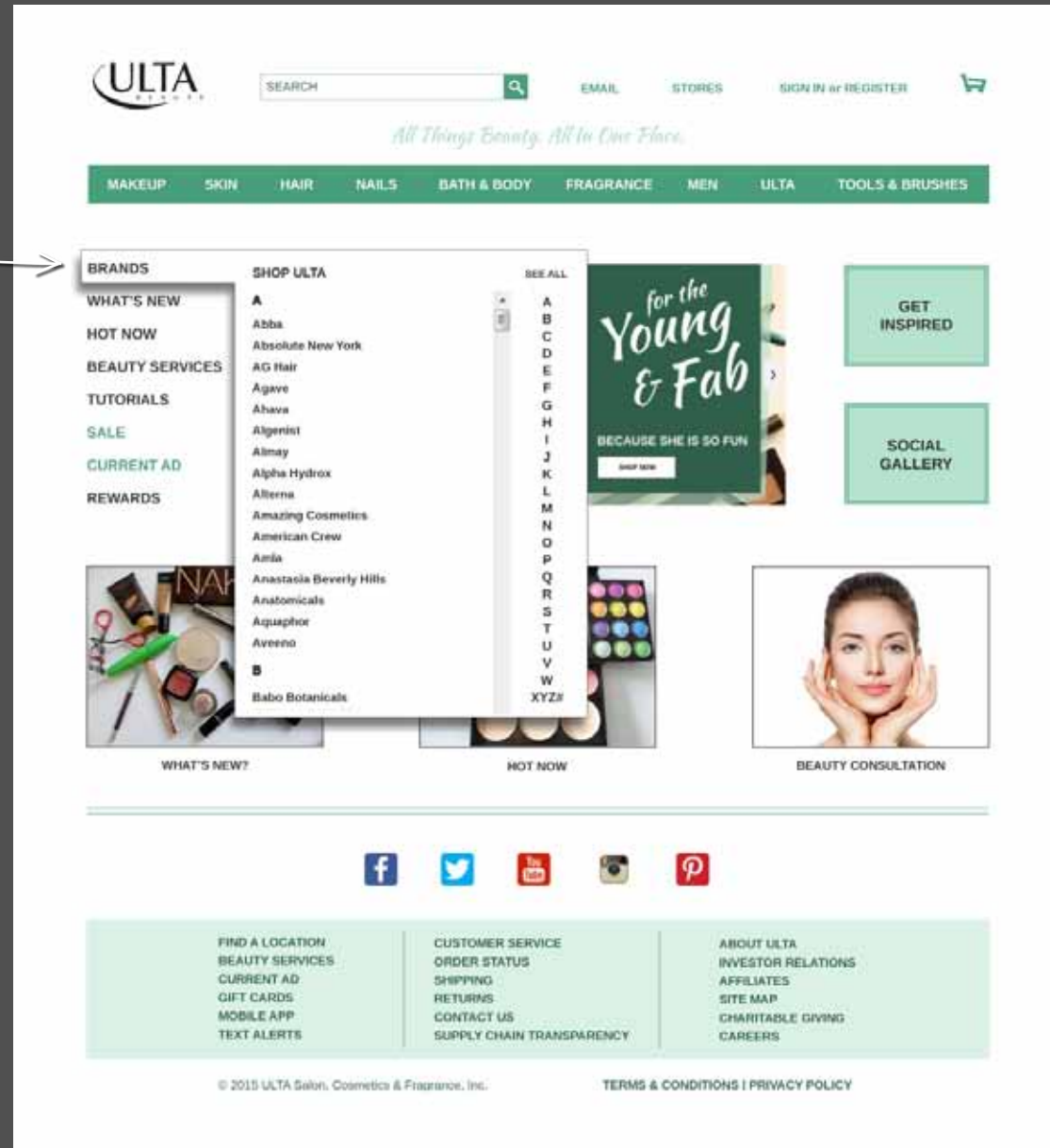
Drop down menu appears when hovering over with mouse



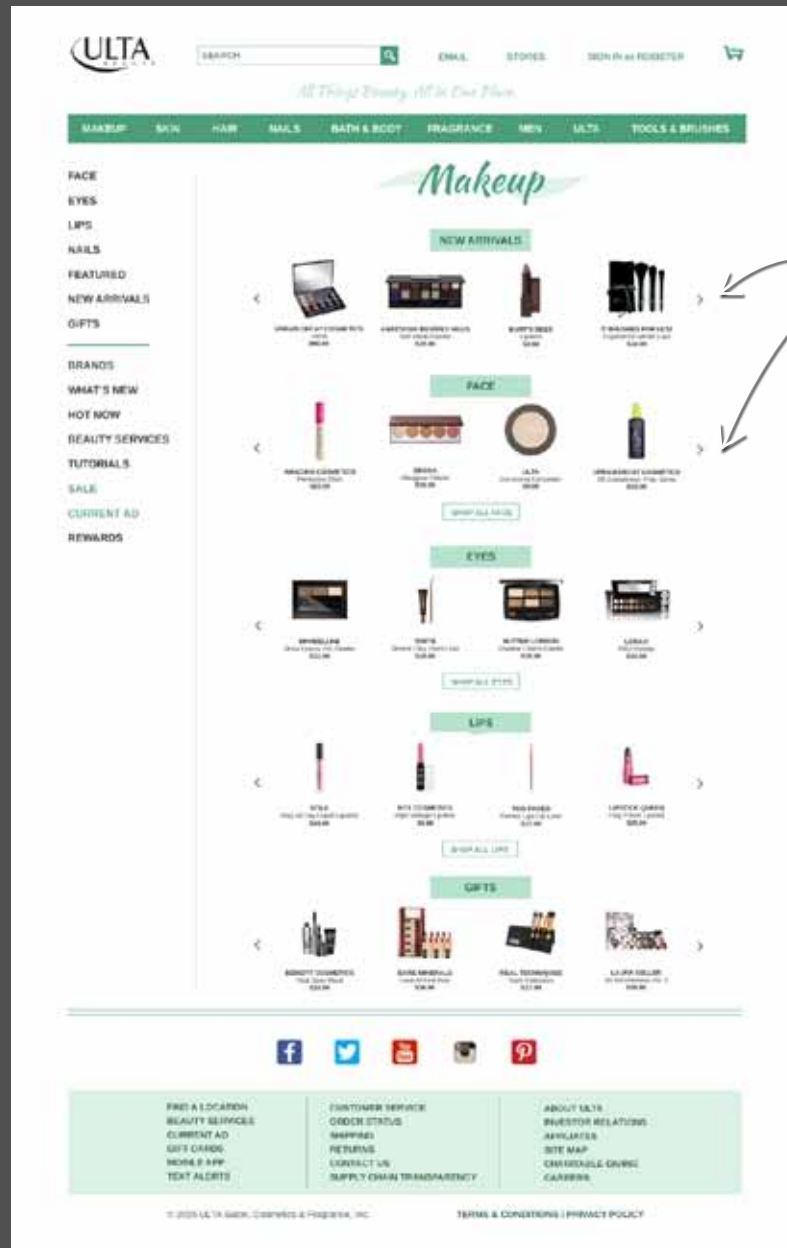
Social Media Links

CONCEPT DESIGN: HOME PAGE

Drop down menu appears when hovering over with mouse

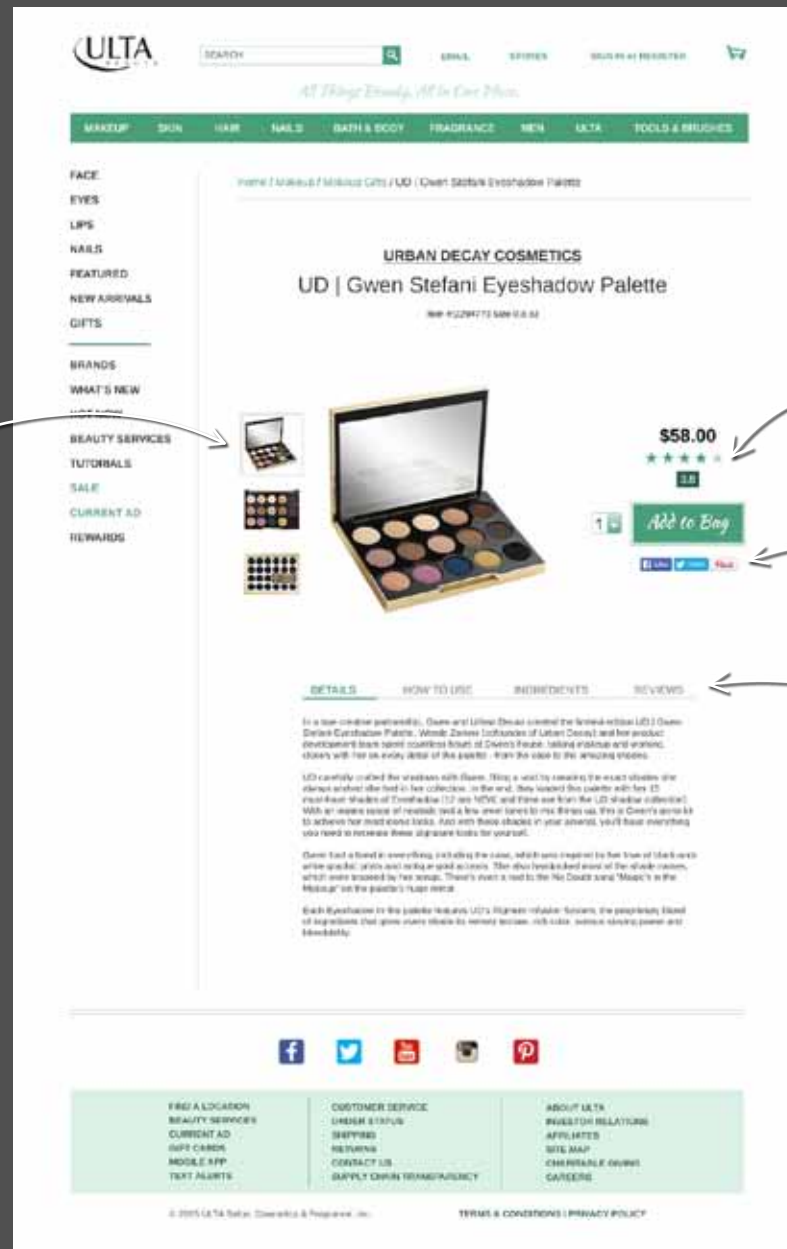


CONCEPT DESIGN: CATEGORY PAGE



Sliders showing various products for each category

CONCEPT DESIGN: PRODUCT PAGE



Different views of product. Click on picture to view.

Rating based on reviews

Social media links to promote product

Chosen menu item is colored and underlined. Information below changes to coordinate with chosen menu item. Click on menu to change.

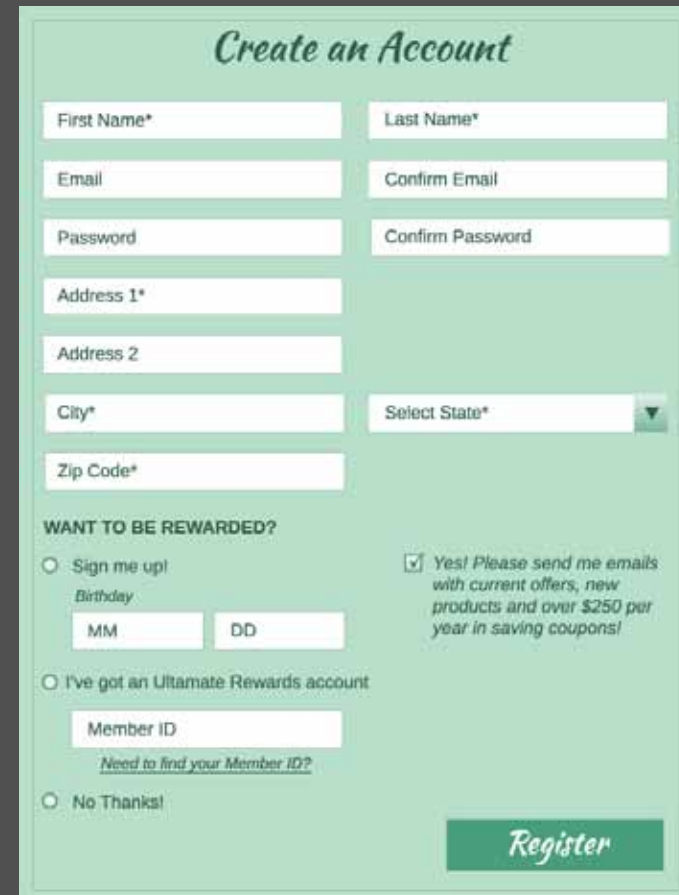
FORMS

When the Sign In or Register link is clicked, the top form will appear. The customer can either sign in to an existing account or create a new account.

If the customer chooses to create an account, the bottom form will appear. Once filled out and submitted a new account is created.



The Sign In form is a light green rectangular box with a white border. At the top, the text "Sign In" is written in a dark green, cursive font. Below this, there are two white input fields: "Email" and "Password". Underneath the fields is a dark green button with the text "Sign In" in white, cursive font. At the bottom of the form, the text "NEW TO ULTA.COM?" is displayed in a small, dark green font, followed by a dark green button with the text "Create an Account" in white, cursive font.



The Create an Account form is a light green rectangular box with a white border. At the top, the text "Create an Account" is written in a dark green, cursive font. The form contains several input fields: "First Name*" and "Last Name*" (two columns), "Email" and "Confirm Email" (two columns), "Password" and "Confirm Password" (two columns), "Address 1*", "Address 2", "City*", "Select State*" (a dropdown menu), and "Zip Code*". Below the fields, there is a section titled "WANT TO BE REWARDED?" with three radio button options: "Sign me up!", "I've got an Ultimate Rewards account", and "No Thanks!". The "Sign me up!" option includes a "Birthday" section with "MM" and "DD" input fields. The "I've got an Ultimate Rewards account" option includes a "Member ID" input field and a link "Need to find your Member ID?". The "No Thanks!" option is a simple radio button. At the bottom right of the form is a dark green button with the text "Register" in white, cursive font.

FORMS

If the email link is clicked, this form will appear. The customer can sign up to receive emails or text messages regarding special offers, coupons, etc.

Stay In Touch!

Submit your email to receive special welcome offers, e-mail only coupons, birthday gifts, special bonus point offers, rewards statements and more!

Email

WANT SPECIAL OFFERS SENT TO YOUR PHONE?

Sign up for text messaging!

MOBILE NUMBER:

Sign Up

PEER REVIEW

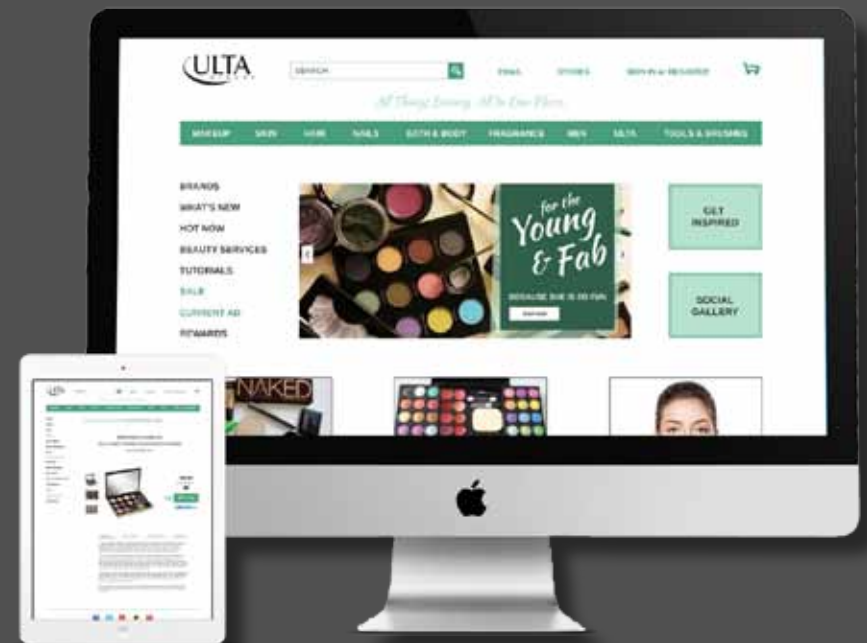
KIM WALTER, ACUPUNCTURIST

Q: What is your overall assessment of the website design?

A: I think the new design is much clearer, easier to use and overall much better looking. I also think the new color scheme is easier on the eyes.

Q: Is there anything that you believe should be added, removed or changed to make the website better?

A: No, I think it looks really great and is vastly improved.



MARKETING

- **SOCIAL MEDIA** - Since Ulta has already highly integrated social media sites into their web interface, it would be prudent to utilize these sites to promote a new website design. Being that many customers visit social media sites regularly, it would require very few extra clicks on the part of the customer.
- **EMAIL** - Ulta sends out email daily, so this format would also be an effective way to inform customers about the new design. Since the customer is already online, it would be very easy for them to look at the website.
- **IN STORE** - Ulta could also promote the new design with posters in-store. These posters could inform customers about the new site design and request that they take a look.

