



E-commerce Website P4

Neroli Natural Cosmetics

Carolina Angel
User Interface Design



About

- Beauty & Health
- Social purpose helping the local economy
- Environmental friendly
- Citrus natural vegan ingredients
- Florida-grown

Our Ingredients *Our Story*



Main Goal

Show and sell products for mostly women
all ages (24 and 65 years old)

- User Friendly
- Easy to navigate
 - Functional
- Checkout
- User Account info

Checkout Your bag Search

Categories

- Soaps
- Shampoos & Conditioners
- Moisturizers
- Lip Balms
- Serums
- Candles

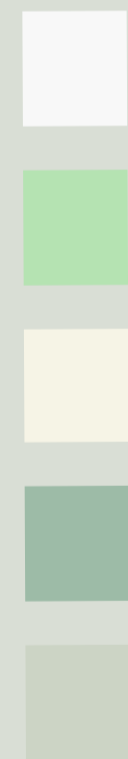
Product Details *Our Shop*

Stories & Contact

- Product Ratings
 - Client Stories
- Social media icons
 - Contact Info
 - Subscription



Let's Connect





Age: 56 years
Profesion: Biologist Professor
Location: Daytona, Fl
Family: Married

PERSONA Eva Cowell

Creative

Curious

Enthusiastic

Goals

- Clear and detailed product descriptions with technical specifications
- User reviews and ratings from other customers based on past purchases
- Fast and reliable shipping options

Frustrations

-
- Difficulty finding products that meet her specific needs
- Unclear or misleading product descriptions
- Limited product range or avability

Motivations

- Taking care of her health and wellbeing
- Protecting the environment and animal welfare
- Looking and feeling great while aligning with her values

“Look deep into nature, and then you will understand everything better.” –Albert Einstein

PERSONA Alyson Roman

Energetic

Sociable

Charismatic

Goals

- Easily search and filter products by ingredients, certifications (e.g. cruelty-free, organic), and benefits (e.g. anti-aging, hydrating)
- Recommendations based on her purchase history and preferences
- Affordable prices/.promotions that recognize her commitment to natural and vegan living

Frustrations

- Difficulty finding description on ingredients for products
- Unclear or misleading product labels and Irrelevant content
- High prices compared to conventional cosmetics

Motivations

- Looking and feeling great while staying true to her values
- Empowering others to make conscious choices with brands.
- Staying ahead of the curve in the fast-paced world of social media
-

"Empowered beauty isn't just a look, it's a lifestyle. I only use natural, vegan cosmetics that align with my values and make me feel confident and radiant.



Age: 29 years

Profesion: Social Media Influencer

Location: Jacksonville, FL

Family: Single



Our Shop

Our Ingredients

Let's Connect

HEADING Buenard Regular

Subheading Bellota Text Regular

What do they do, and what products do they offer? Mada Regular
Neroli Cosmetics is an online start-up that makes natural soaps, shampoos, and cosmetics. Their main appeal is their use of Florida-grown, organic citrus in all their products.



Our Shop

Our Ingredients

Let's Connect

HEADING Bodoni MT Regular

Subheading Bodoni Moda Med Italic

What do they do, and what products do they offer? Nunito Sans Light
Neroli Cosmetics is an online start-up that makes natural soaps, shampoos, and cosmetics. Their main appeal is their use of Florida-grown, organic citrus in all their products.

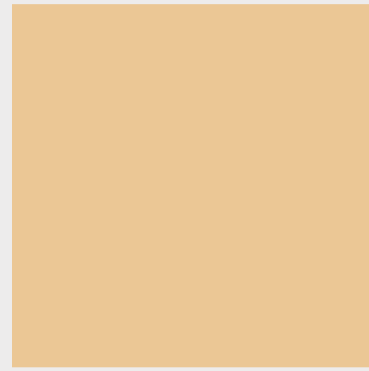
COLOR STUDIES



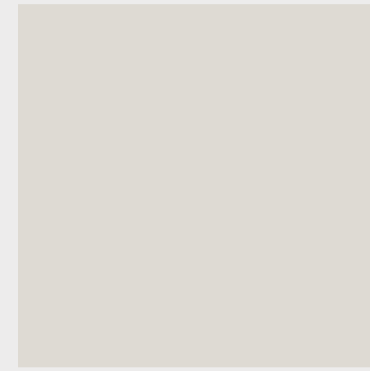
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B9D1B8
RGB 185 209 184



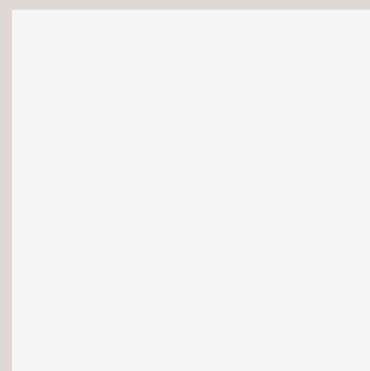
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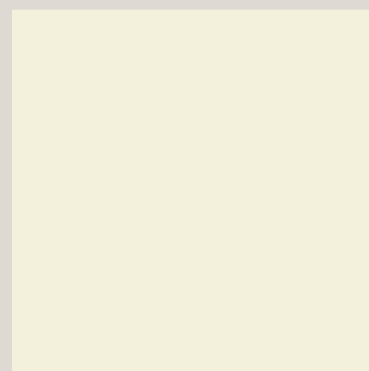
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F5F5F5
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96D893
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F3F1DC
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739E82
RGB 115 158 130

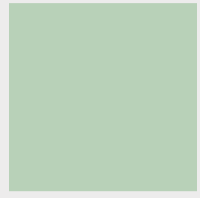


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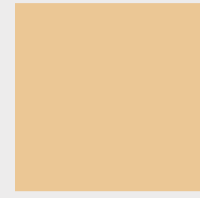
COLOR STUDIES



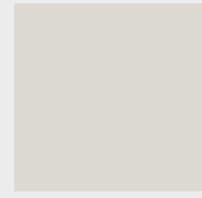
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250 228



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RGB 185
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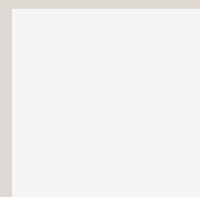
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200 150



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RGB 222
218 212



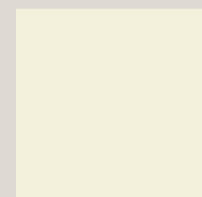
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142 122



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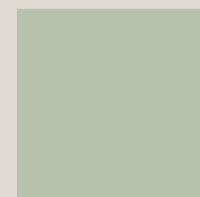
96D893
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216 147



F3F1DC
RGB 243
241 220



739E82
RGB 115
158 130

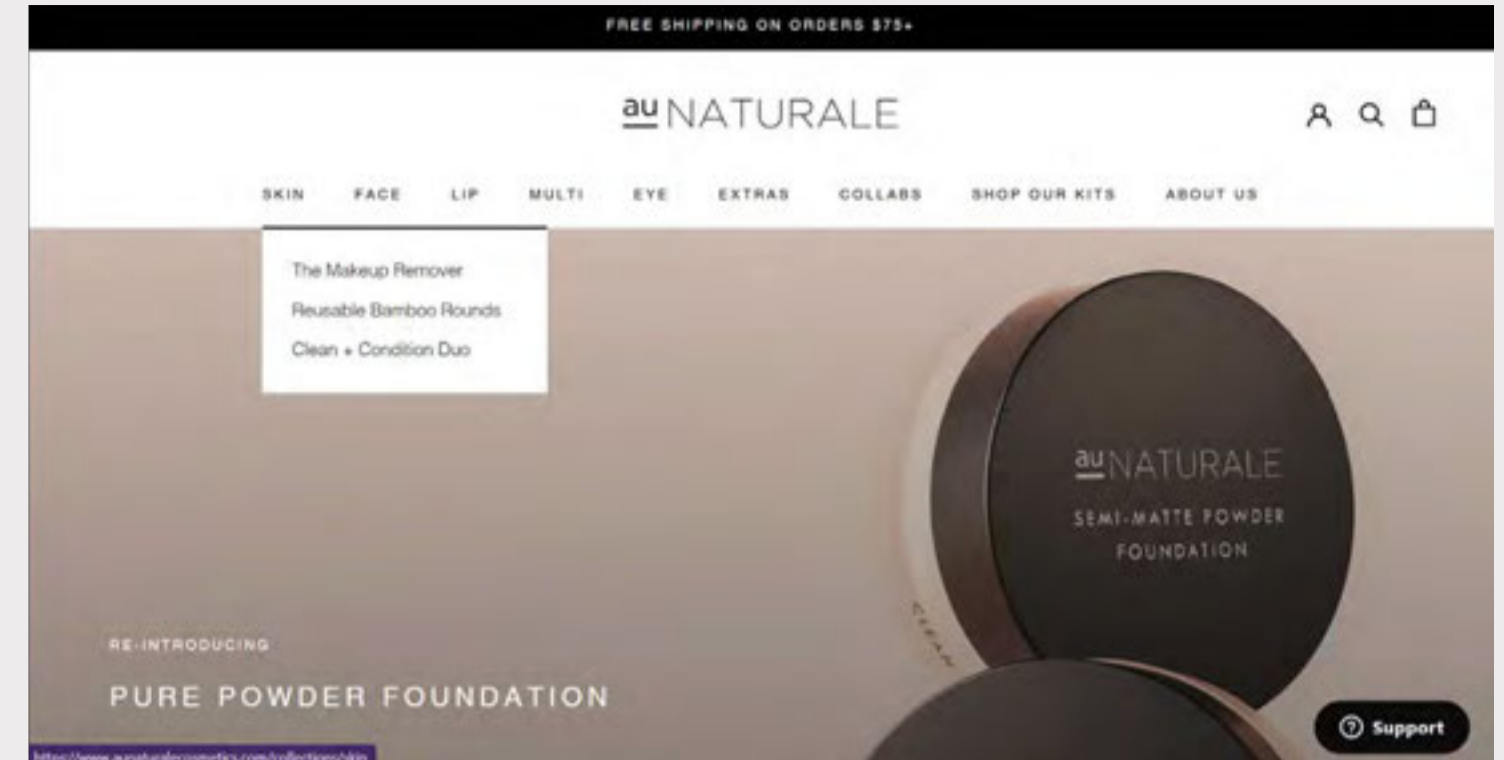


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RGB 183
194 174

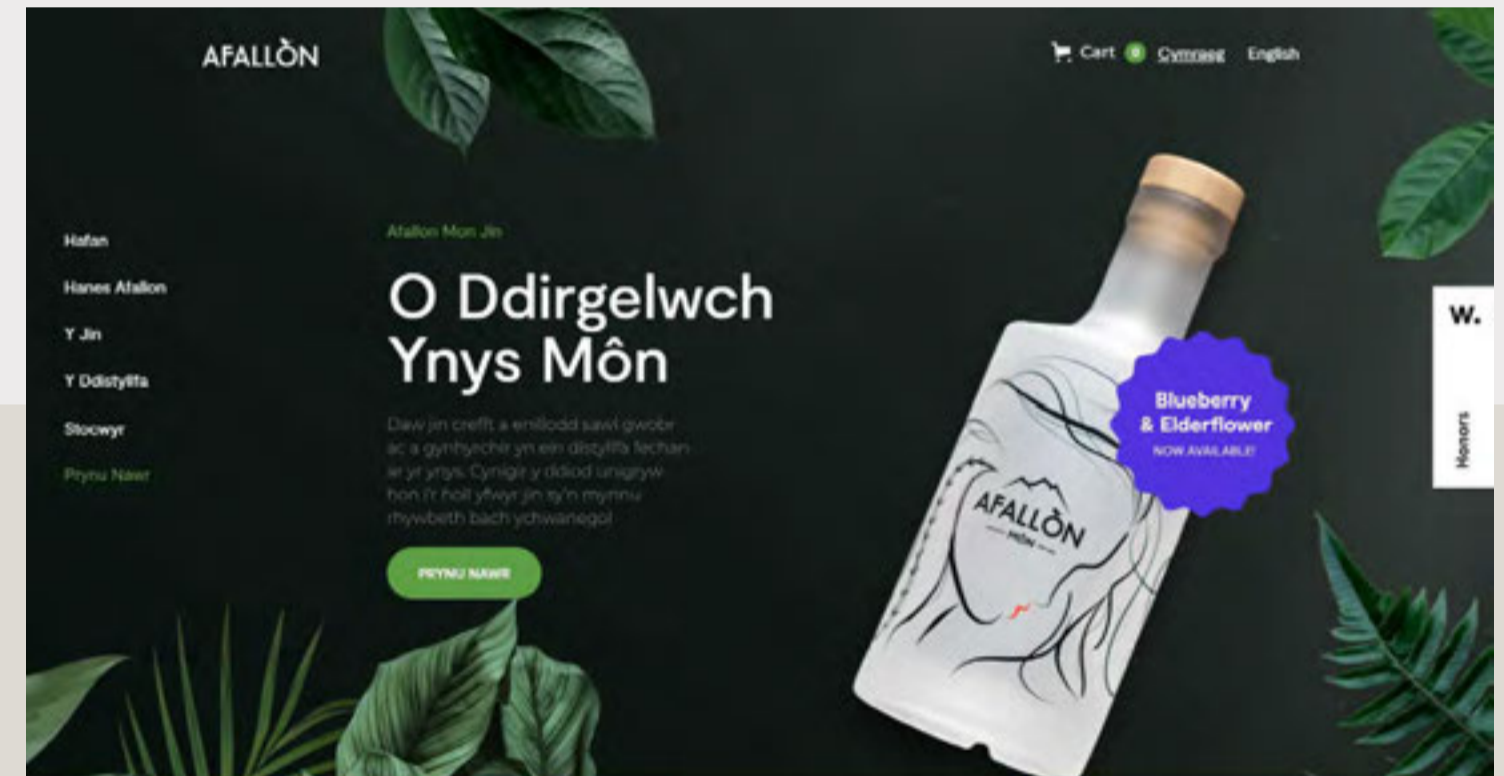


RESEARCH INSPIRATION

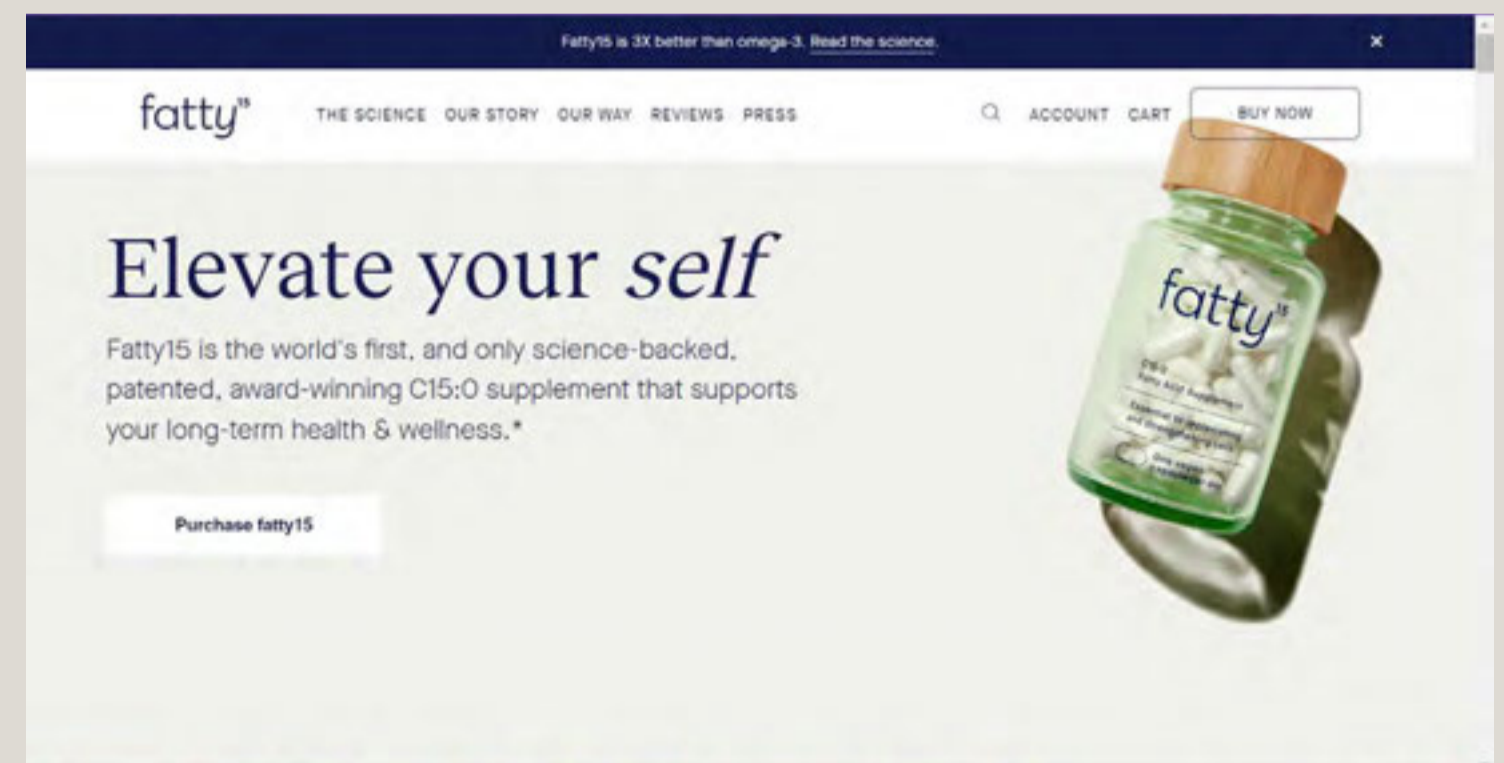
- Categories described in Home page
 - Logo in the middle
 - Hover square for products in each category
- Free shipping promo at the top of the home page



- Dark background with 3d effect images to highlight call to action button.
 - Categories to the site

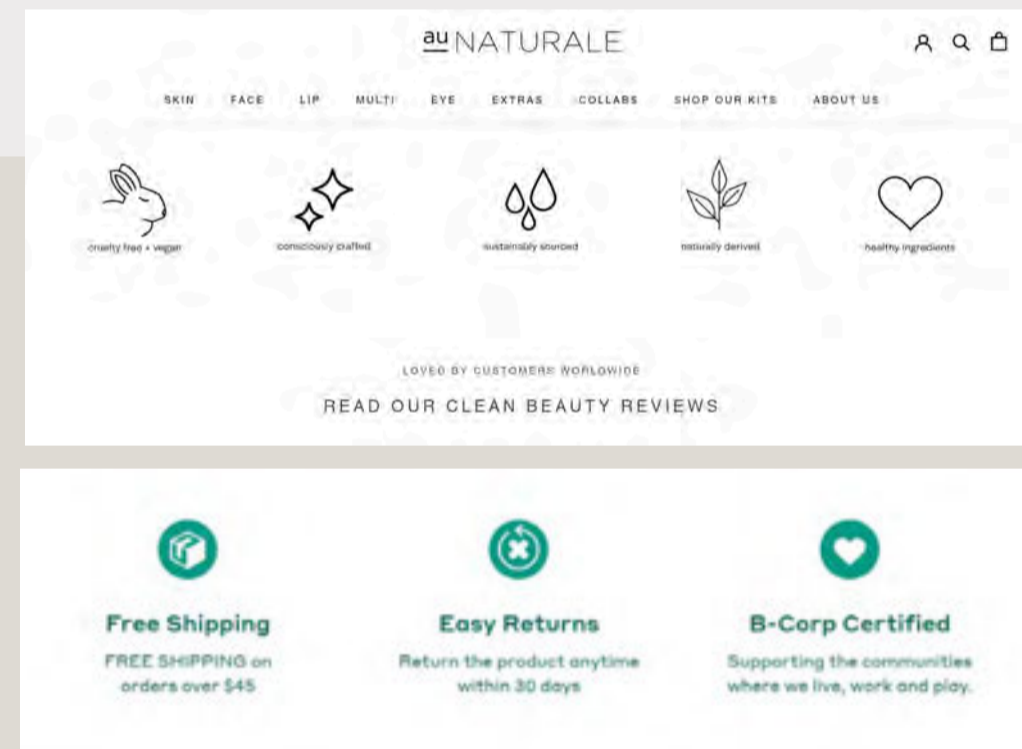
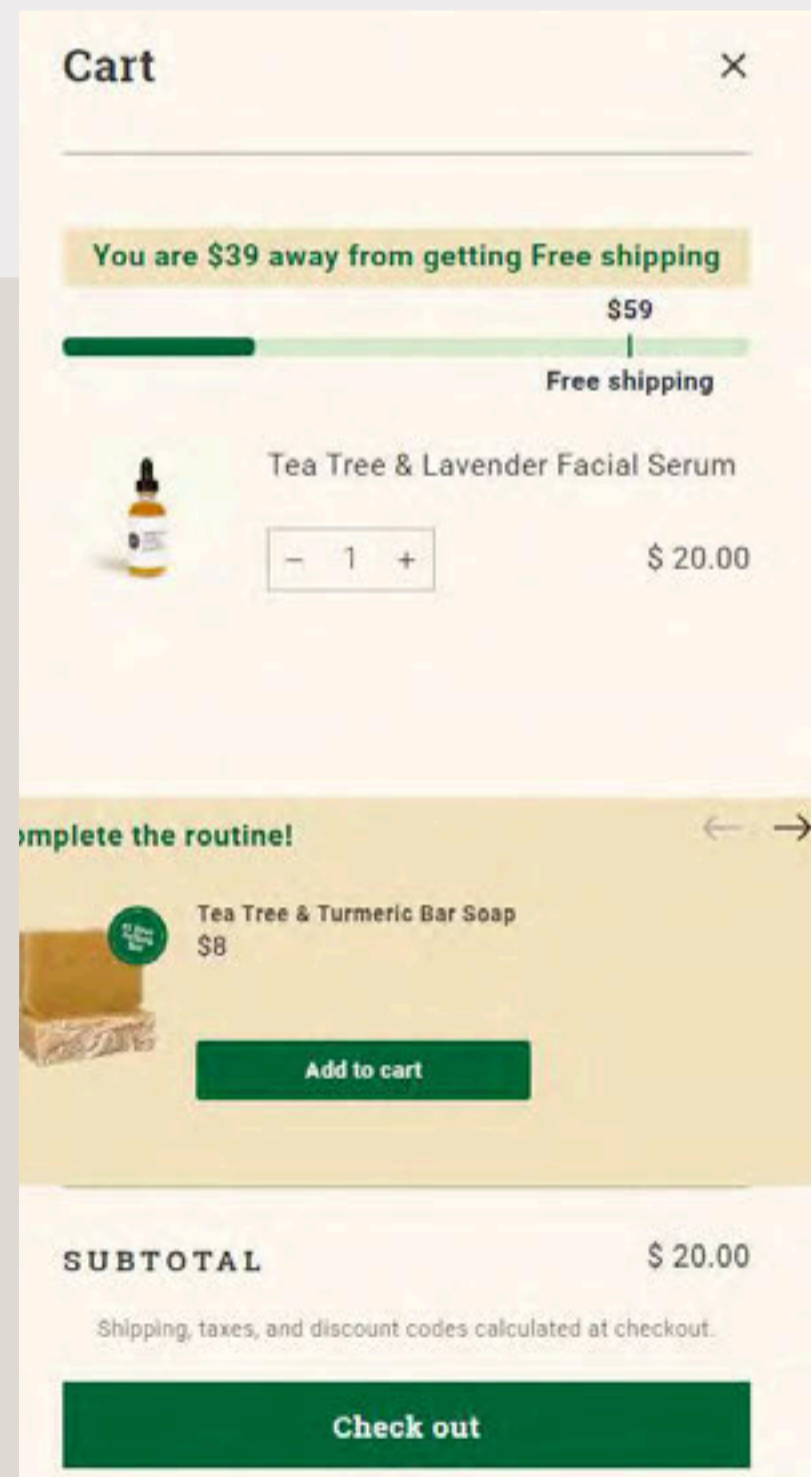
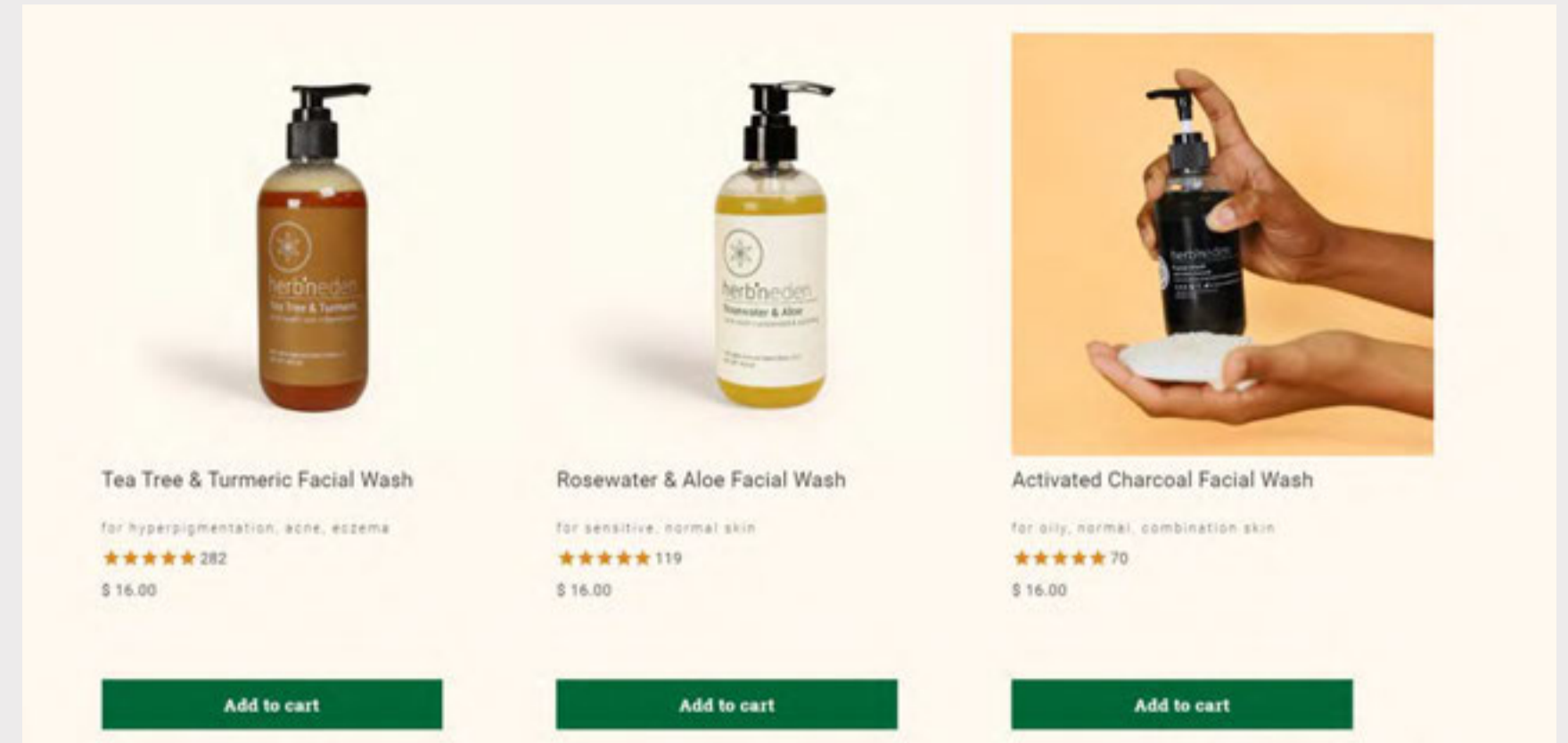


- Image Product display floating
 - Button to buy now idea
- Call to action button at Hero banner
 - Use of combined type fonts idea



RESEARCH INSPIRATION

Idea for products cards

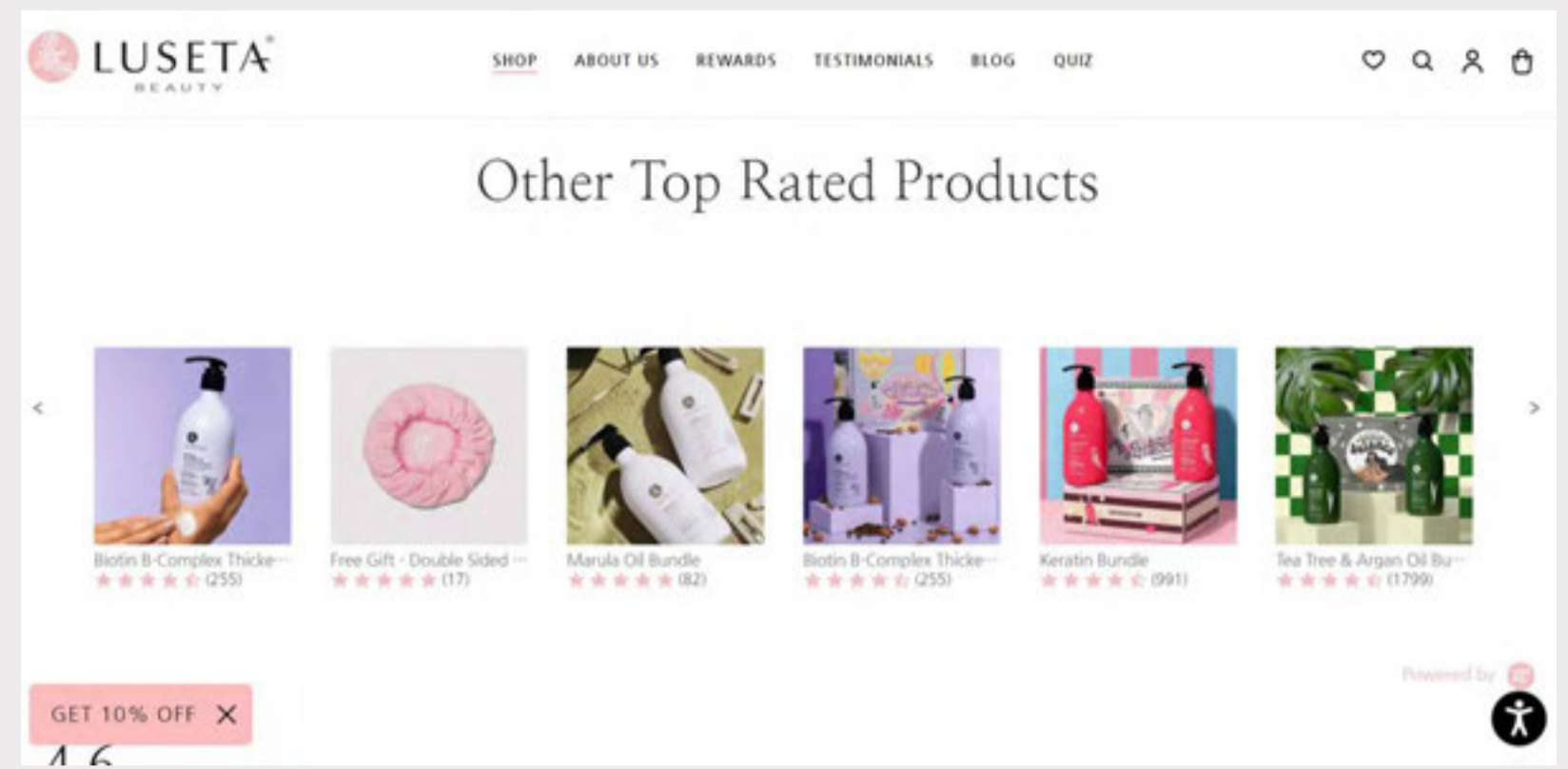


Icons to identify social purpose, environmental friendly, vegan ingredients and for shipping purposes

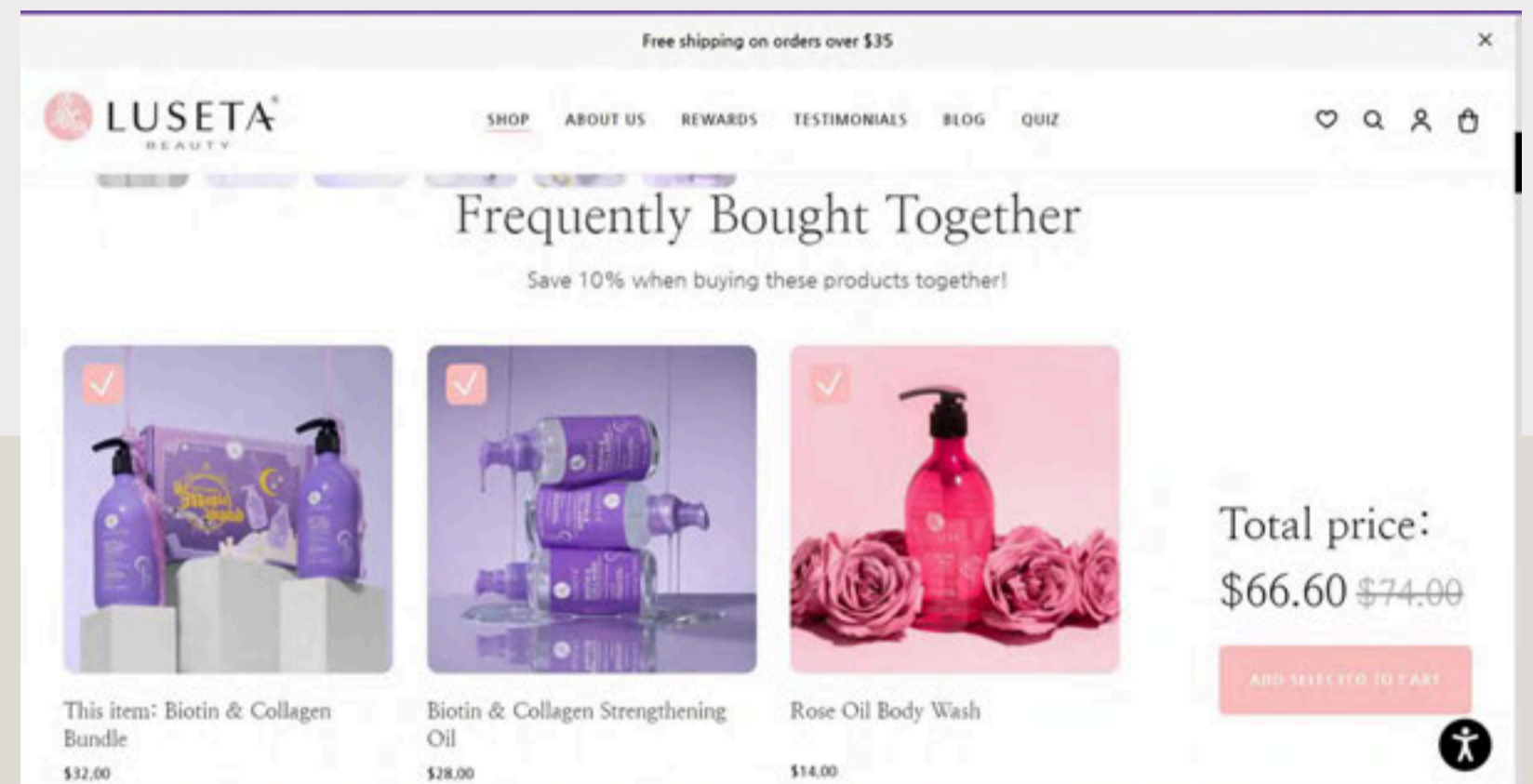
Bar with the free shipping to make user buy more to get a free shipping suggesting the other products that user browse during the visit to web. Section to add a product all in the same place, so user don't go back and stays in checkout adding more products

RESEARCH INSPIRATION

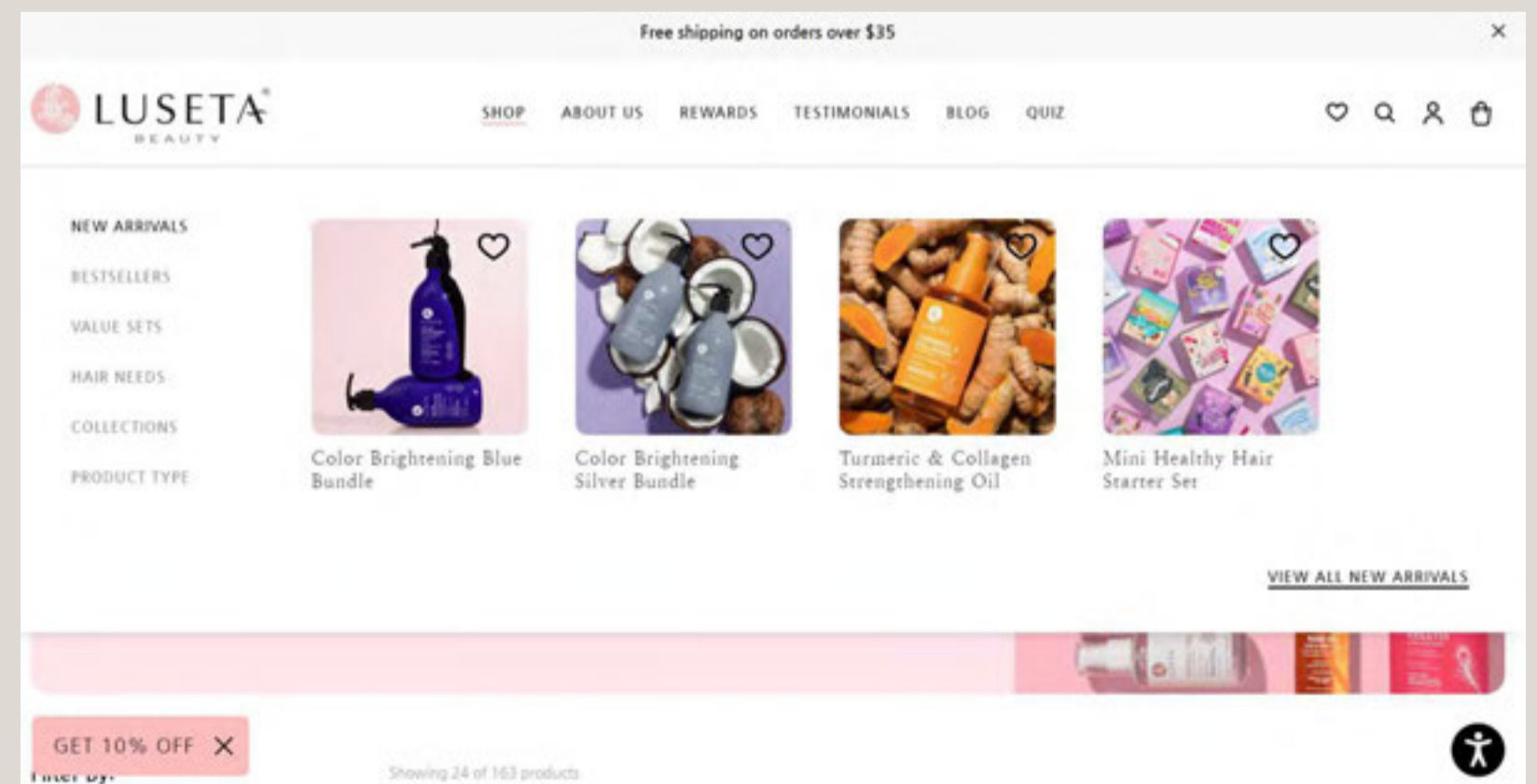
- Other top rated product idea and picture display
- Button with discount all the time shown



- Bundle idea for products and upsell idea "frequently Bought together with price and buy button

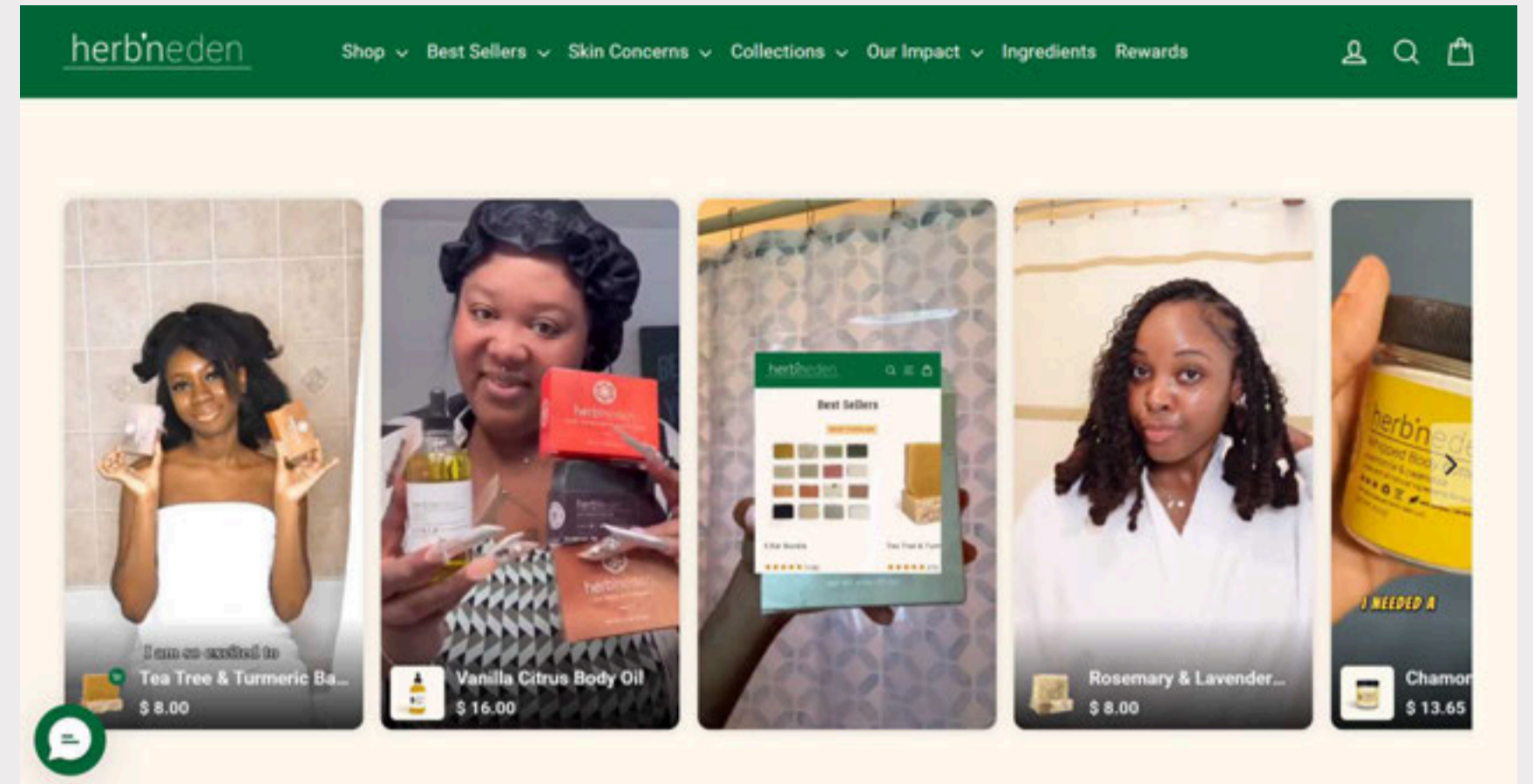


- Categories idea at the left hand side of the site

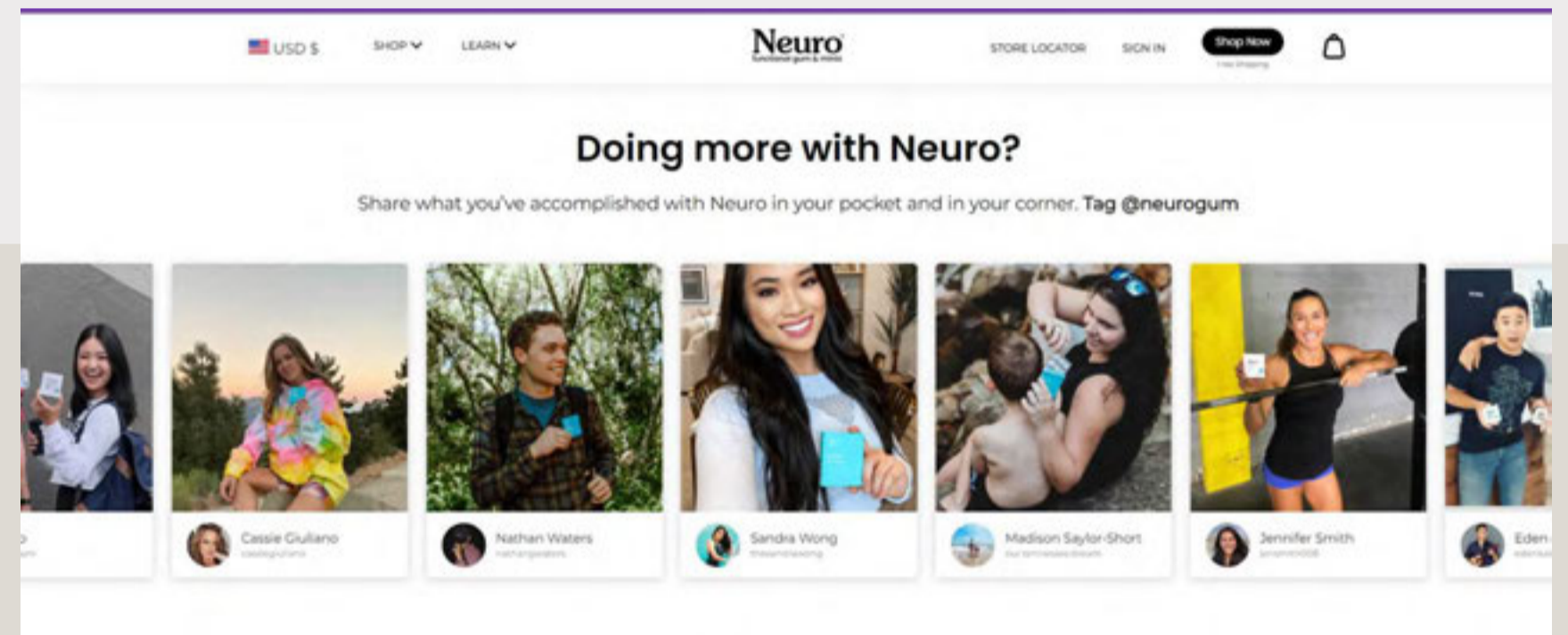


RESEARCH INSPIRATION

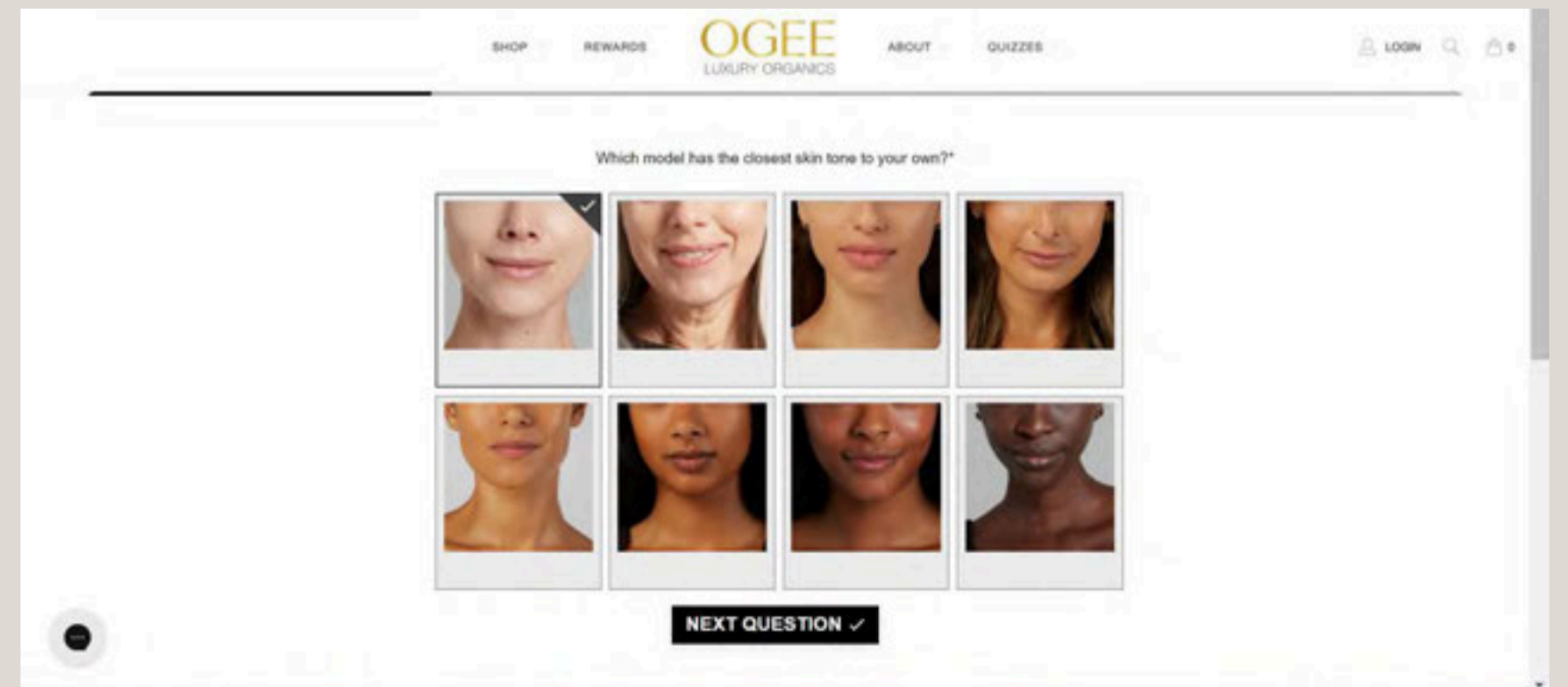
Pictures of happy costumers displaying the prodcuts



Testimonial with the picture and description and comments. I would add the star rating

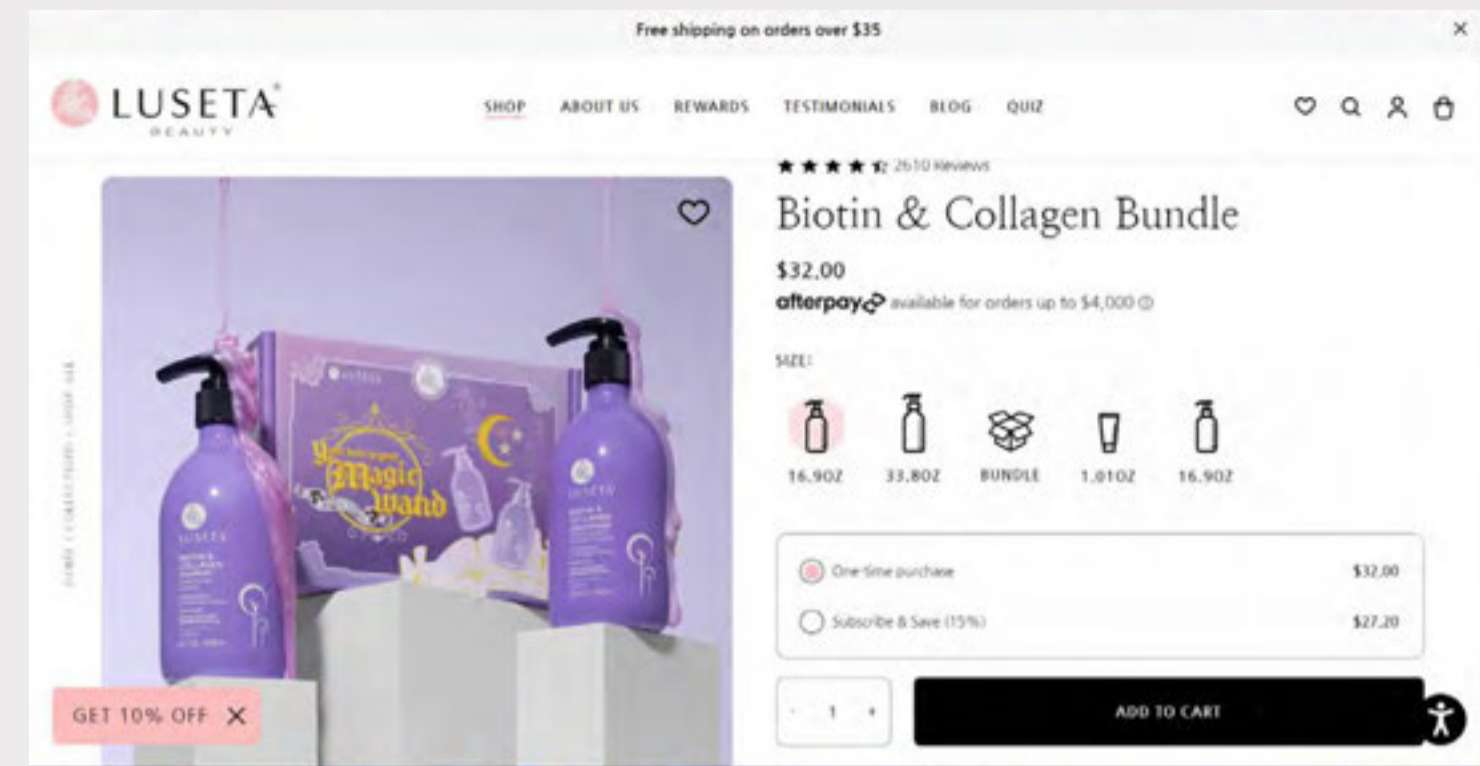


Quiz to identify what best fit the customer

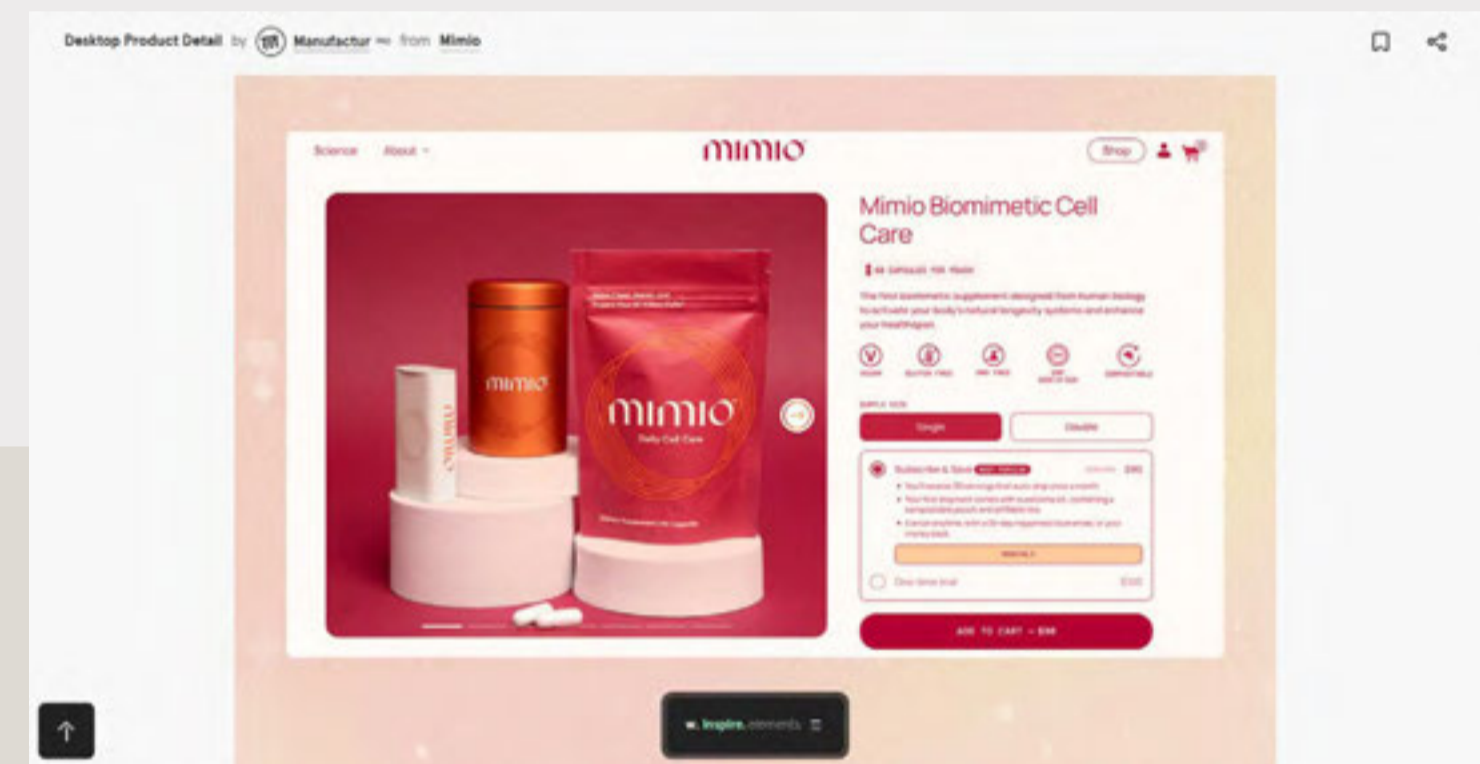


RESEARCH INSPIRATION

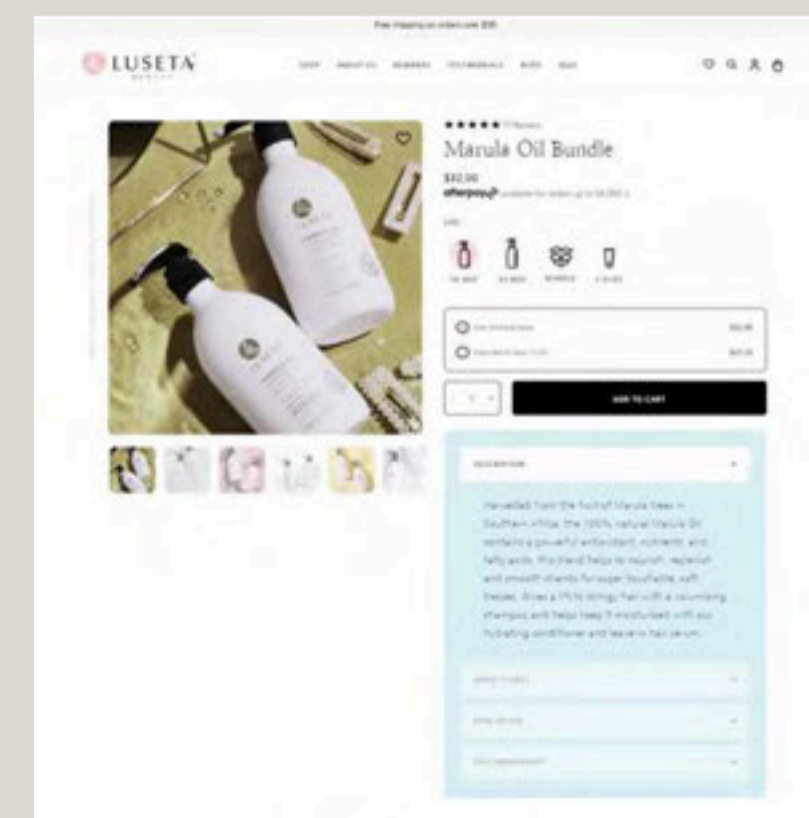
- Size icons for products at the product detail page.
 - Star rating at the product detail page
 - Large button to add to cart



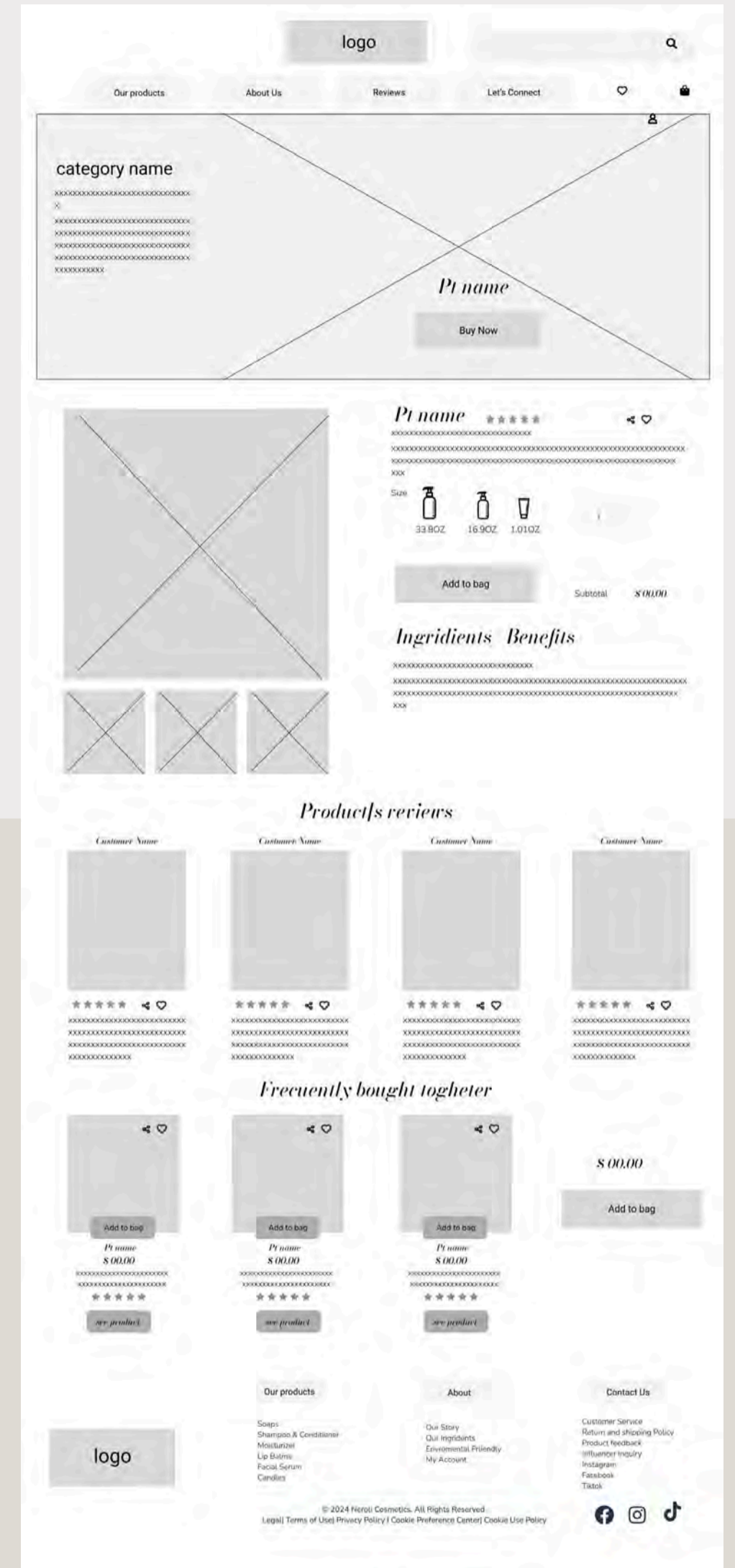
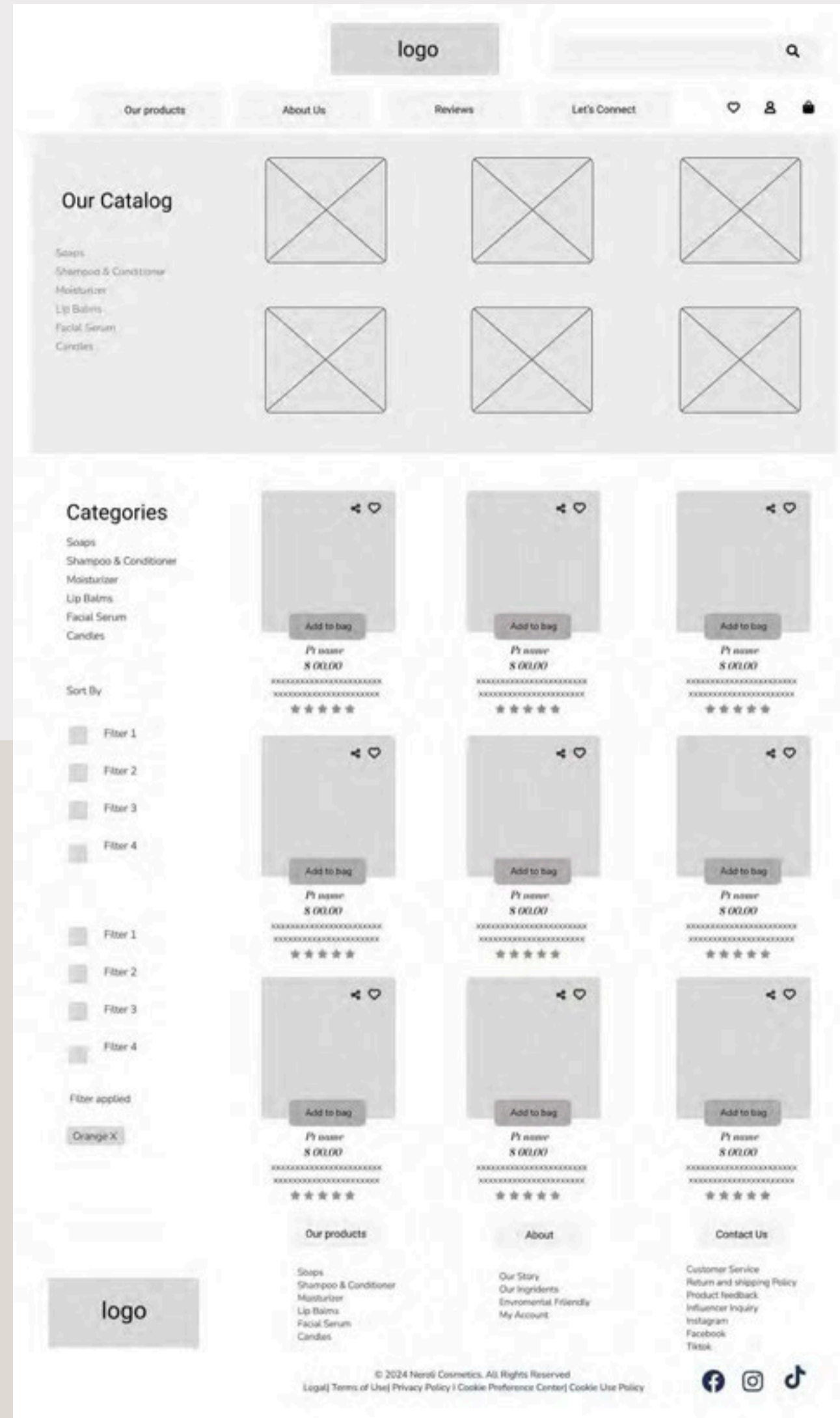
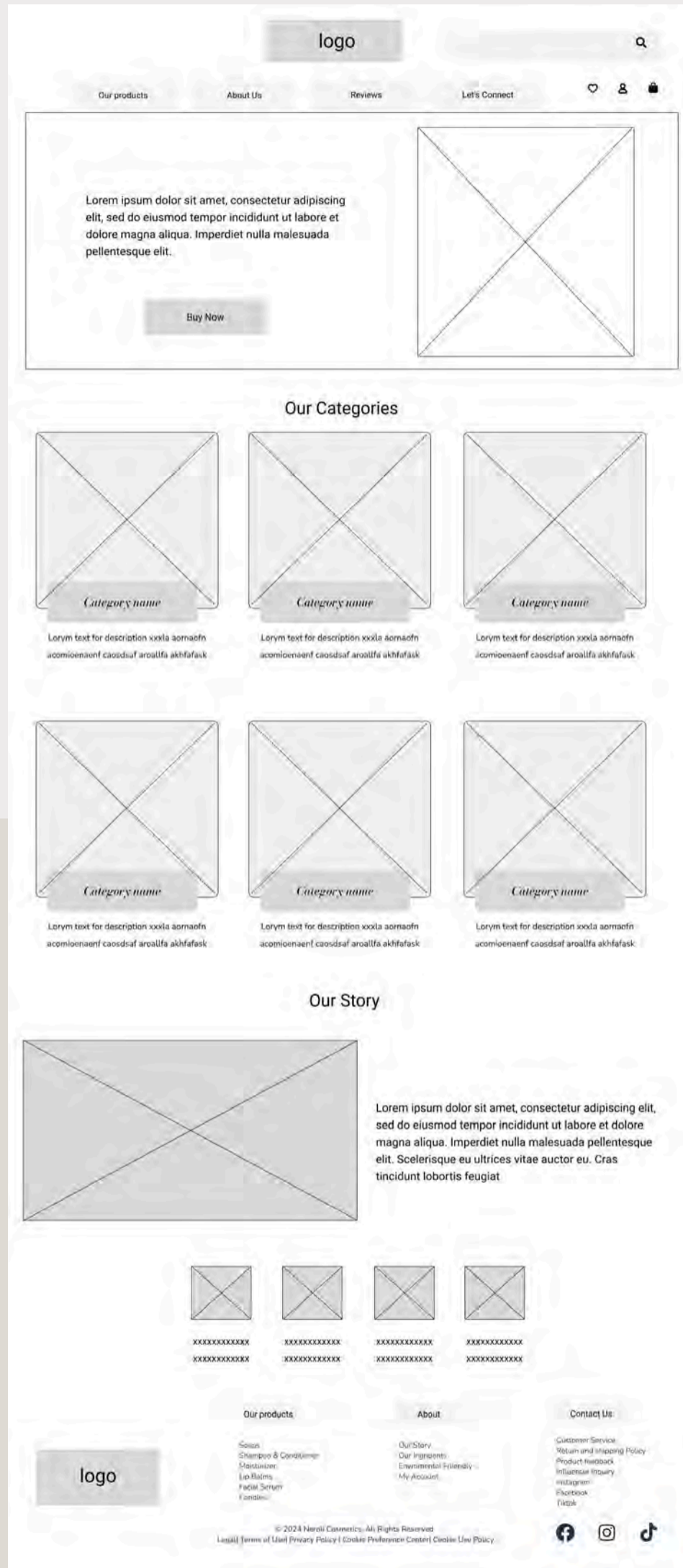
- Product specs for products with icons in the pt detail page





- Description of benefits and product use at the product detail home helps user to have all info the need to buy their products



WIREFRAMES



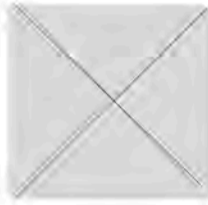
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Body Oil Orange Honey
Quatity

1

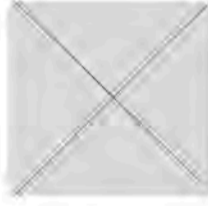
\$ 8.99



Hand Soap Orange Oatmeal
Quatity

1

\$ 5.99



Acne Kit toner & mask
Quatity

1


\$ 6.50

Oil Lemon Grass Shampoo

Shipping calculated at check out

Total \$ 21.48

or continuing shopping



Information

Express Checkout

or

Contact

Email

Shipping Address

Country/Region

First Name Last Name


Company (optional)

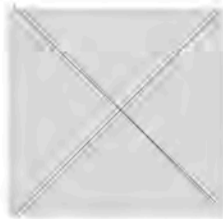
Adress

Apartment/Suite (optional)

City State Zip Code

Phone


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Body Oil Orange Honey
Quatity

1


\$ 8.99



Hand Soap Orange Oatmeal
Quatity

1

\$ 5.99



Acne Kit toner & mask
Quatity

1

\$ 6.50

Oil Lemon Grass Shampoo

Shipping **Sub-Total** **\$ 21.48**

CHECK OUT CALCULATED AT

or continuing shoppi...

LOGO

Shipping

Home > Category > Product > Cart

Contact

xxx@gmail.com [change](#)

14321 Michag St Winter Garden Fl 34787 Unites States [change](#)

Shipping method

USPS Priority Mail \$ 8.97

USPS Ground Advantage \$ 9.89

[continue to payment](#)

[RETURN TO INFORMATION](#)

Body Oil Orange Honey
Quatity 1 [+](#) [-](#) \$ 8.99

Hand Soap Orange Oatmeal
Quatity 1 [+](#) [-](#) \$ 5.99

Acne Kit toner & mask
Quatity 1 [+](#) [-](#) \$ 6.50

| | |
|------------------|----------|
| Sub-Total | \$ 21.48 |
| Shipping | \$ 8.97 |
| Total | \$ 30.34 |

[Continuing shopping](#)

LOGO

Payment

Home > Category > Product > Cart

xxx@gmail.com [change](#)

14321 Michag St Winter Garden Fl 34787 Unites States [change](#)

USPS Priority Mail [change](#)

Payment

Credit Card

Card Number

Name on Card

Exp date Security Code

Billing Address

Same as shipping address

Use a different billing address

[RETURN TO SHIPPING](#)

Body Oil Orange Honey
Quatity 1 [+](#) [-](#) \$ 8.99

Hand Soap Orange Oatmeal
Quatity 1 [+](#) [-](#) \$ 5.99

Acne Kit toner & mask
Quatity 1 [+](#) [-](#) \$ 6.50

| | |
|----------------------------|----------|
| Sub-Total | \$ 21.48 |
| Shipping | \$ 8.97 |
| Taxes | \$ 17.97 |
| TOTAL AMOUNT TO PAY | \$ 48.42 |

[PAY NOW](#)