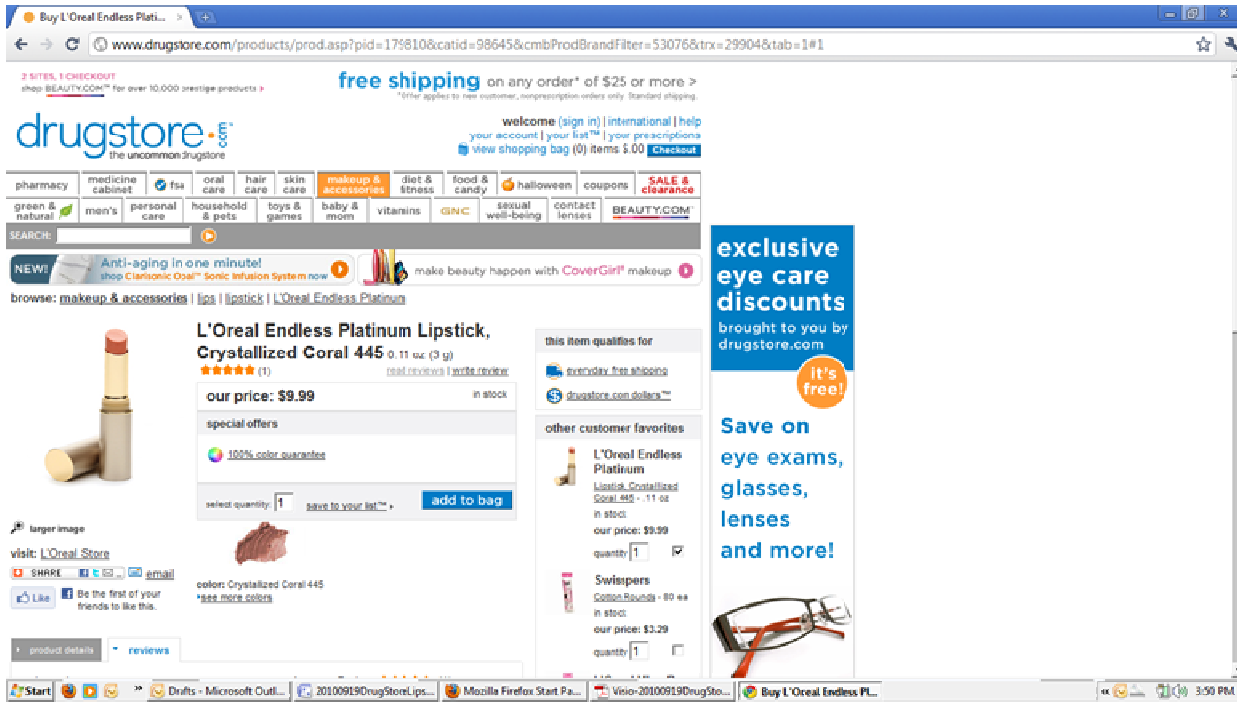
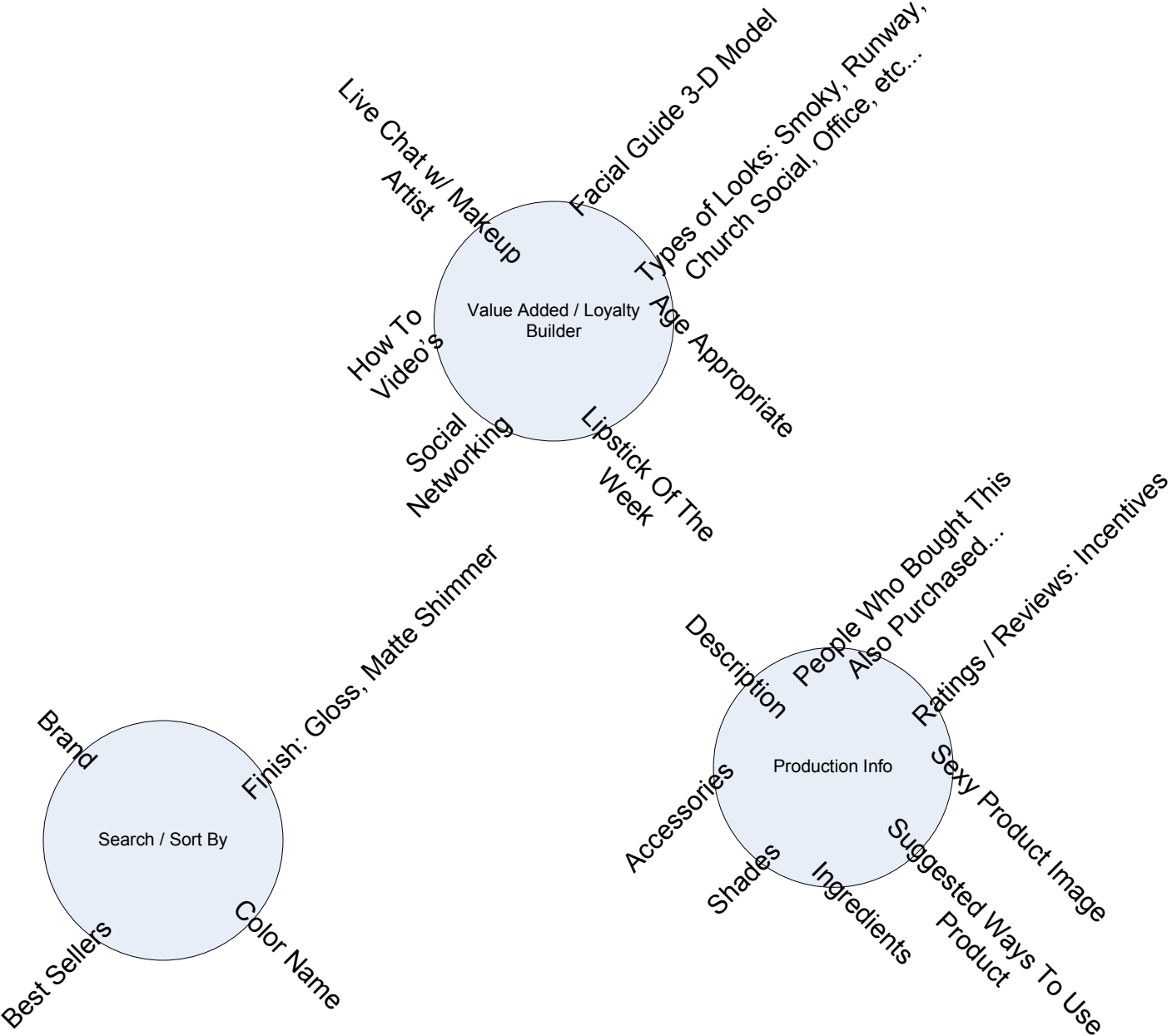


drugstore.com™
the uncommon drugstore



<http://bit.ly/cNgWEF>



Shopping Bag | Check Out | Sign In

Logo

Search

Navigation







browse: makeup & accessories | lips | lipstick | L'Oreal Endless Platinum

Enlarge ▾

Product Image

Mouse over to see detail

View 1 View 2 View 3

Description	Suggested Use	Reviews	Ingredients				
Our Guarantee							
L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.							
Product Detail		Add to cart					
◀	 Color Name	 Color Name	 Color Name	 Color Name	 Color Name	 Color Name	▶

Other Suggested Products

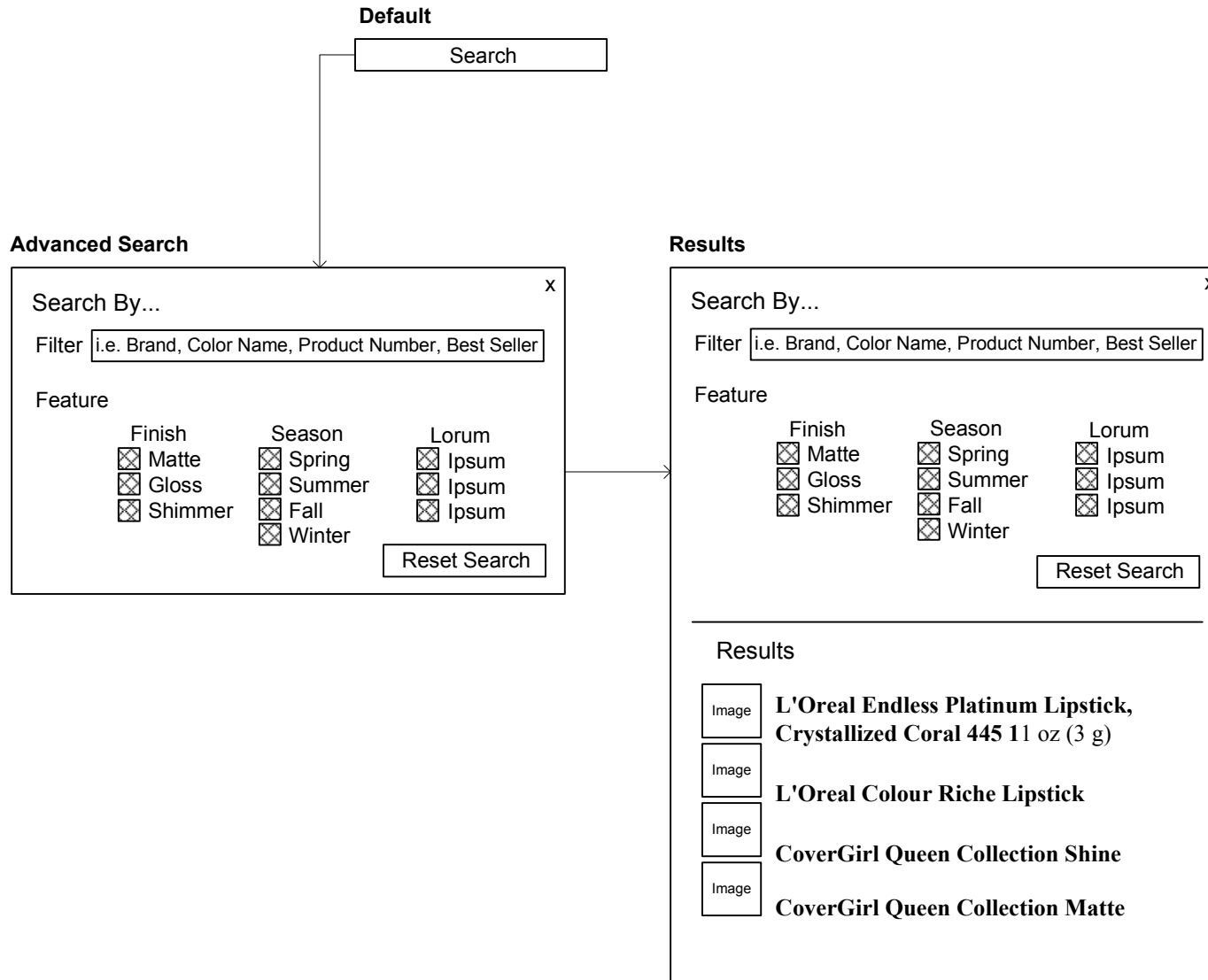
How To Videos

Chat Now With a Makeup Artist

See What Others Purchased

Lipstick of The Week

Footer Navigation



General Description:

A search tool that allows you to refine your search by entering in multiple criteria e.g. brand and season, then return specific results.

Default

Standard site search. When keying in text, an advanced box opens to reveal a more sophisticated search.

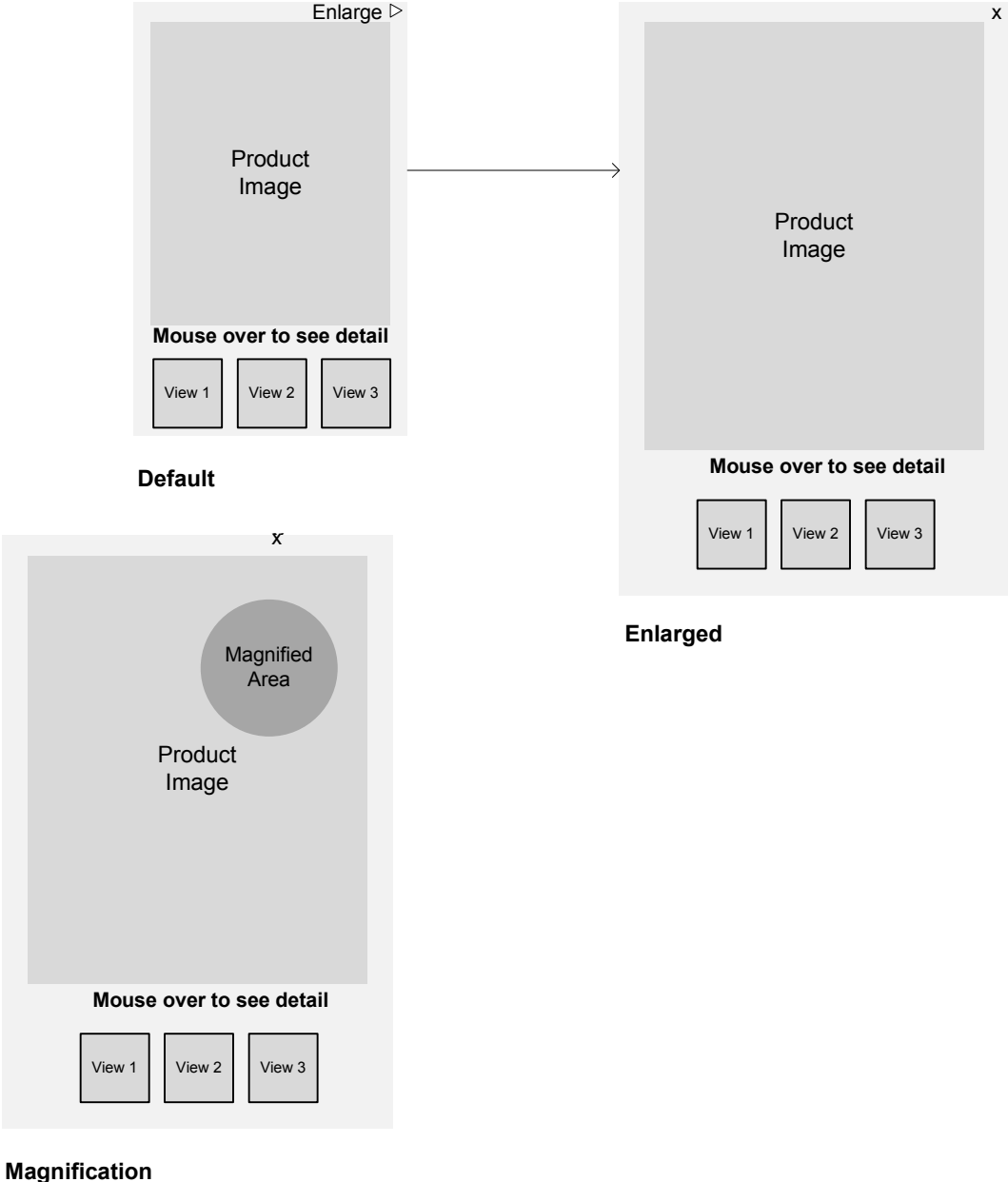
Advanced Search

Feature: The default should be all boxes checked. As customer selects, changes or unselects an item, the search results return without having to refresh.

Results

Still have the ability to adjust search "live."

On mouse hover of each product: details box appears. See example, product suggestion.



General Description:

Includes three mouse over quick views.

Move over to see detail (Magnification)

As user moves mouse over image, a magnifying glass enlarges that area.

Description	Suggested Use	Reviews	Ingredients
<small>Our Guarantee</small>			
<p>L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g)</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p style="text-align: right;">Add to cart</p> <div style="display: flex; justify-content: space-around; align-items: center;"> ◀ <div style="display: flex; gap: 10px;"> <div style="text-align: center;"> <small>Color Name</small></div> <div style="text-align: center;"> <small>Color Name</small></div> <div style="text-align: center;"> <small>Color Name</small></div> <div style="text-align: center;"> <small>Color Name</small></div> <div style="text-align: center;"> <small>Color Name</small></div> <div style="text-align: center;"> <small>Color Name</small></div> </div> ▶ </div> <p style="text-align: right;">+ Share F T</p>			

Description

Description	Suggested Use	Reviews	Ingredients
<small>Our Guarantee</small>			
<p>L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g)</p> <p>Line outer edge of lips with L'Oreal's Real Lips Liner, then fill in corners. Apply lipstick liberally.</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid gray; width: 80px; height: 100px; display: flex; align-items: center; justify-content: center;">Image</div> <div style="text-align: right;">Add to cart</div> </div> <p style="text-align: right;">+ Share F T</p>			

Suggested Use

Description	Suggested Use	Reviews	Ingredients
<small>Our Guarantee</small>			
<p>L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g)</p> <p>☆☆☆☆☆</p> <p>GREAT AND TRULY WORKS PERFECTLY!!! by Annette in North Carolina on 11/18/08 Read More ▶</p> <p>☆☆☆☆☆</p> <p>Really does last all day!!! by Sarah in Carolina on 09/18/10 Read More ▶</p> <p>Write a review</p> <p style="text-align: right;">Add to cart</p> <p style="text-align: right;">+ Share F T</p>			

Reviews

Description	Suggested Use	Reviews	Ingredients
<small>Our Guarantee</small>			
<p>L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g)</p> <p>☆☆☆☆☆</p> <p>GREAT AND TRULY WORKS PERFECTLY!!! by Annette in North Carolina on 11/18/08</p> <p>This lipstick is fantastic! It actually stays on your lips like L'Oreal advertises. I get questions and compliments all the time about my lipstick staying on for so long. The colors are great and it's not drying. It's a great lipstick, I do continue to purchase this product because of it's stay power. Back ▶</p> <p>Write a review</p> <p style="text-align: right;">Add to cart</p> <p style="text-align: right;">+ Share F T</p>			

Review: Read More

General Description:

A tabular information box which organizes the large quantity of basic data required by customers to make an informed decision.

Description

Color samples scroll when mouse hovers over arrow.

Suggested Use

Simple text description, possibly with images demonstrating use.

Reviews

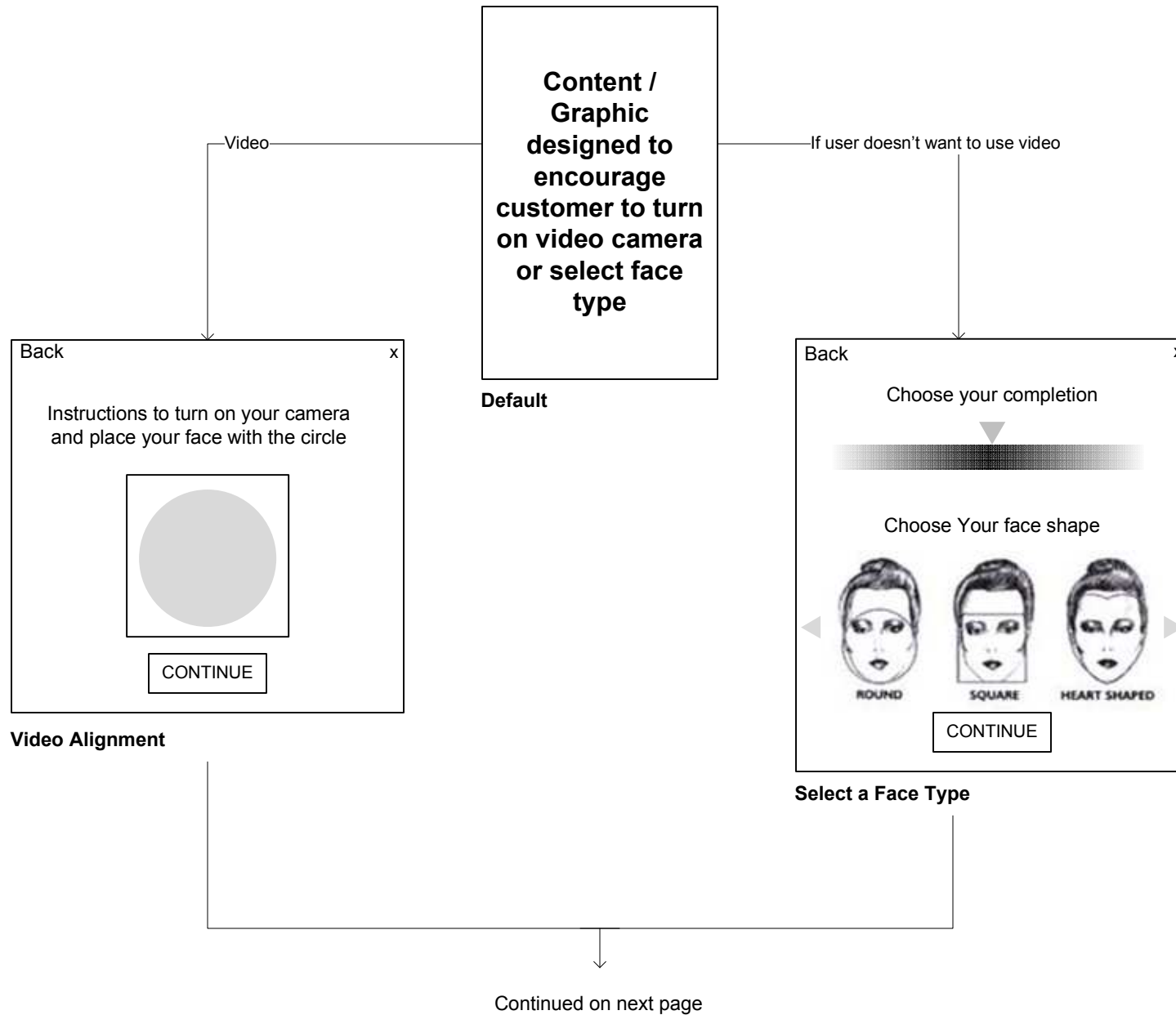
Two layered screen; when customer clicks on "Read More" customer is moved to a detailed version of a specific review.

Ingredients

Simple textbox.

Description	Suggested Use	Reviews	Ingredients
			Our Guarantee
L'Oreal Endless Platinum Lipstick, Crystallized Coral 445 11 oz (3 g)			
Beeswax, Candelilla wax, Carmine, FD & C colorings, Iron Oxides, colors, Lanolin, Petrolatum			
			Add to cart
+ Share E I			

Ingredients



General Description:

Video camera projection, user can see product on face.

Default

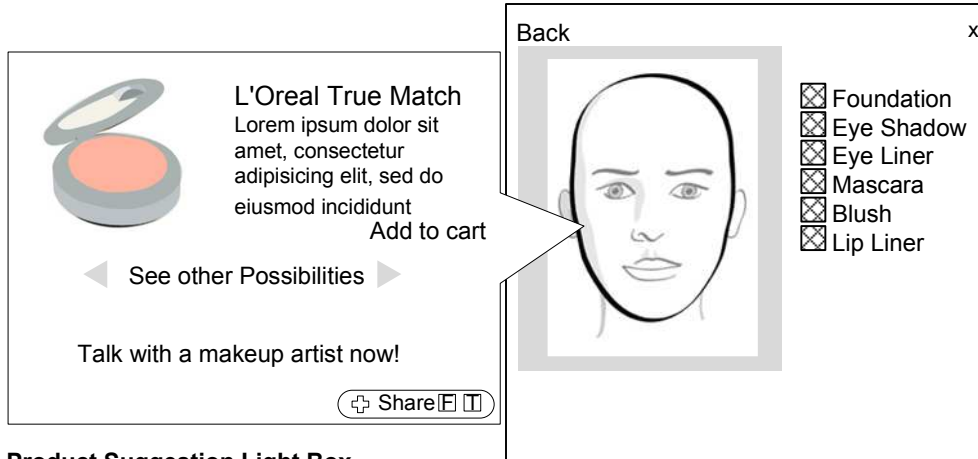
User must choose to use camera or a composite face. Wording/instructions must be extremely clear.

Video Alignment

Alignment of face in camera.

Select a Face Type

Customize likeness (also a chance to gather more data about who uses the site).



The image shows two overlapping UI components. On the left is a 'Product Suggestion Light Box' for 'L'Oreal True Match' makeup. It features a product image, a title, a paragraph of placeholder text, an 'Add to cart' button, a 'See other Possibilities' scrollable view, a 'Talk with a makeup artist now!' link, and a 'Share' button with social media icons. On the right is a 'Product Region' window titled 'Back' with a close button 'x'. It contains a line-art illustration of a woman's face and a list of makeup categories, each with a checked checkbox: Foundation, Eye Shadow, Eye Liner, Mascara, Blush, and Lip Liner.

Product Suggestion Light Box

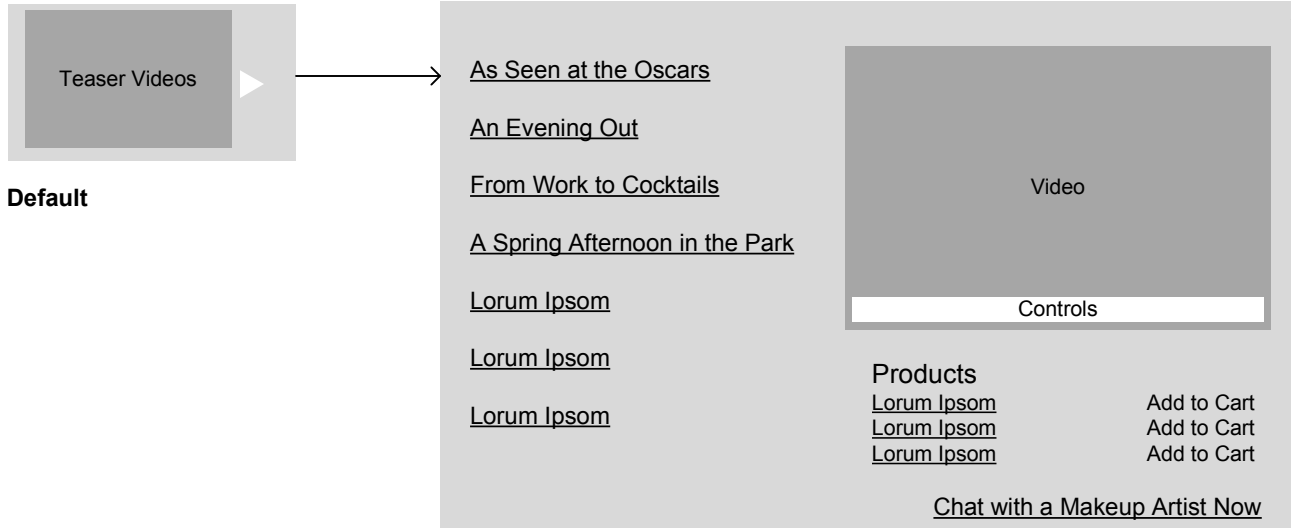
Product Region

Product Region

Check boxes on right should all be selected as default.

Product Suggestion Light Box

On mouse hover a light box will popup with info and image about product. User will have the option to scroll left or right to see other products.



Default

Video Selection and Viewer

General Description:

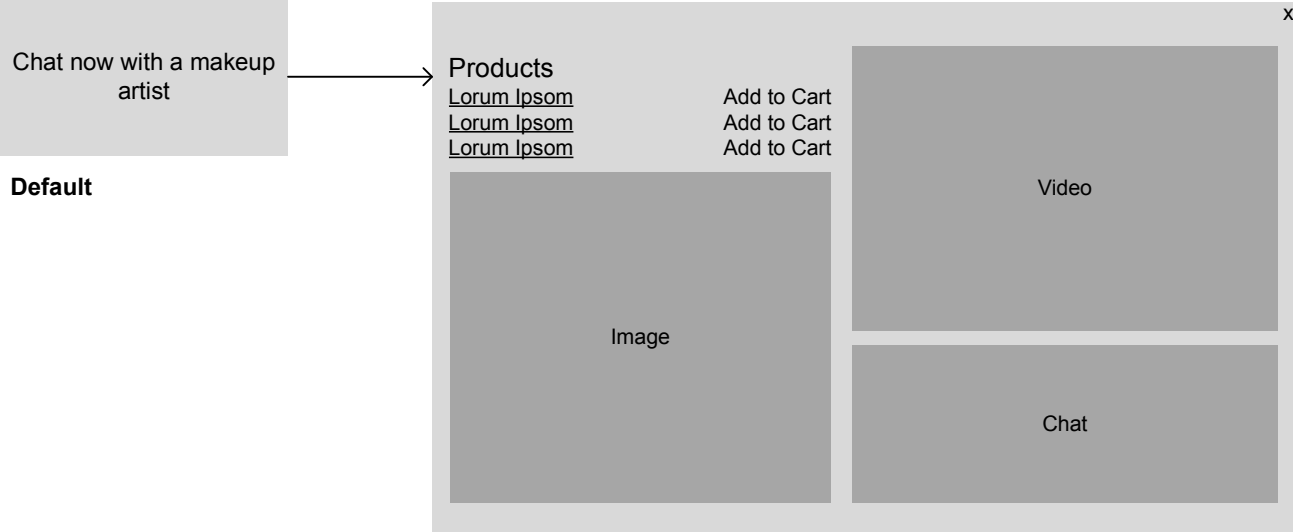
Videos relating to different styles of makeup could relate to various events like "As seen at the Oscars." Have videos on YouTube and Facebook with link back to products.

Default

Have teaser video to get customers attention.

Video Selection and Viewer

Have various videos on the left. They should be timely so that they feel like someone's "manning the store." Also, have mouse hover product light box (see Product Selection in other suggested products).

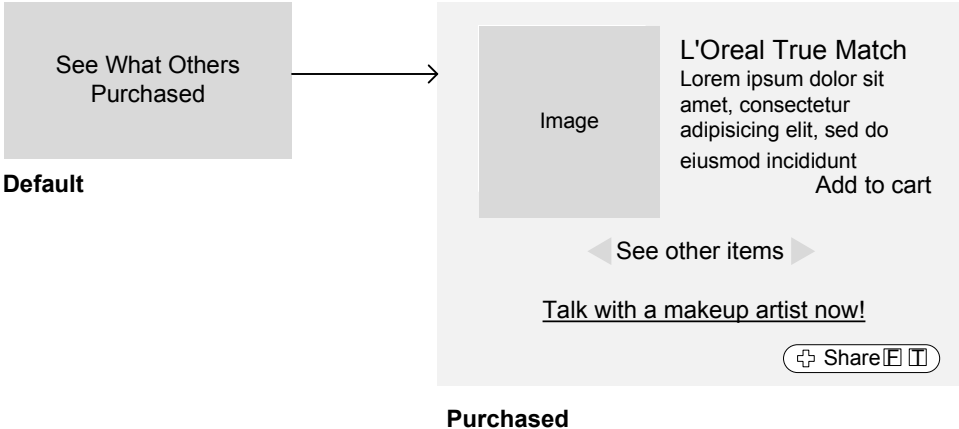


Default

Graphic/Teaser

Chat

Multiple forms of communication, including an image box for an advertisement or a product that the makeup artist is speaking about.



General Description

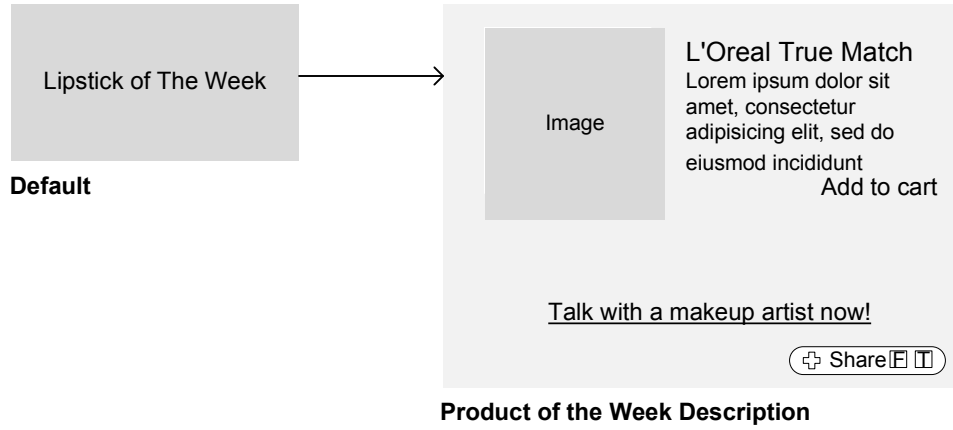
A scrollable product box to inspire customers to purchase other products.

Default

Graphic/Teaser

Purchased

Easy movement left to right allows customer to easily see other products.



General Description

A way to demonstrate to customers that the site is active: teaser.

Step One: Research...

Usability Study, "think out loud"

- Users overwhelmed by amount of content, "I'm uncomfortable looking at this."
- Users had difficulty finding color swatches/confused with color guarantee.
- Distracted by the content, moved to another product without completing purchase.
- Expressed concern about not being able to touch product.

Field Trip, Went to a competitor retail location to digest difference in brick and mortar vs. e-retail...

- No assistance.
- Too much product and stuff, made experience frustrating.
- No tactile experience.

Step Two: Brain Storming...

Sticky Pad Explosion, documenting all possible features, and then organizing into logical groupings.

Step Three: Layout...

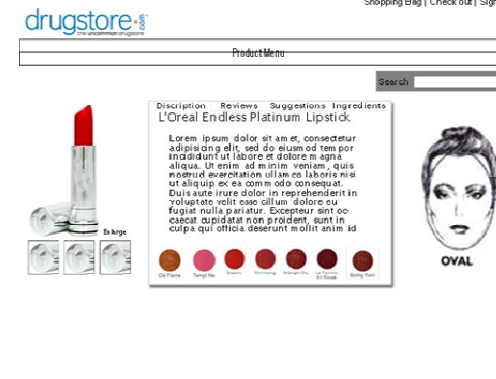
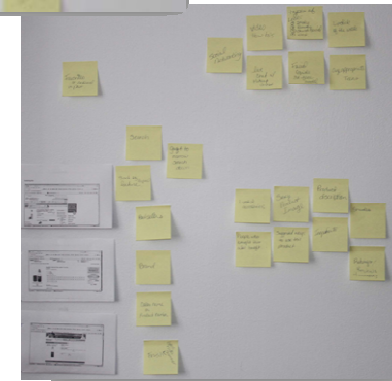
Hand Sketches/ Mockups...

Combination paper/pencil and Photoshop.

Step Four: Building...

Visio...

Creating on the digital platform, refining and detailing.



DRUGSTORE.COM | THOUGHT PROCESS: PART TWO

Who is Drugstore.com? How can that be answered in terms of user experience?

Who visits this store?

How do you make someone feel emotional about a site that anonymous / generic and keep within the brand?

Currently: "Godaddy of lipstick" Busy, busy, busy.

Structure: Put the product details in the center and bookended it with the other important info.

Right now, it feels like no one's home, e.g. few reviews, incomplete product info... added time sensitive stuff like lipstick of the week and chat with a makeup artist.

Concerned about people's ability to use site... especially older people that may find going to a website easier than going to a physical location.

Goal: intuitive... feels like it "just is."