



Mix Your Own is a virtual beauty kitchen where there are no limits for the user's fantasy to mix their own personalised and bespoke cosmetic products for themselves or their loved ones.

Date: 2019

Client: Mix Your Own, UK





What makes this project unique?

This app gives complete freedom to customers to create a bespoke product with a blend of essentials, fragrances, herbs exactly as they want it. Customers can feel to get or give a very unique, special item which cannot be found in the beauty market.

Roles & responsibilities

UX/Product designer
Lead and analyse user research sessions
Create conceptual design
Deliver click through wireframes/prototypes

Create personas and scenarios

Prepare and conduct user research

- 01 RESEARCH & PERSONA
- 02 WIREFRAME
- 03 PROTOTYPE



CONCEPT DEVELOPMENT
Understand business goals, translate into an achievable and user friendly concept



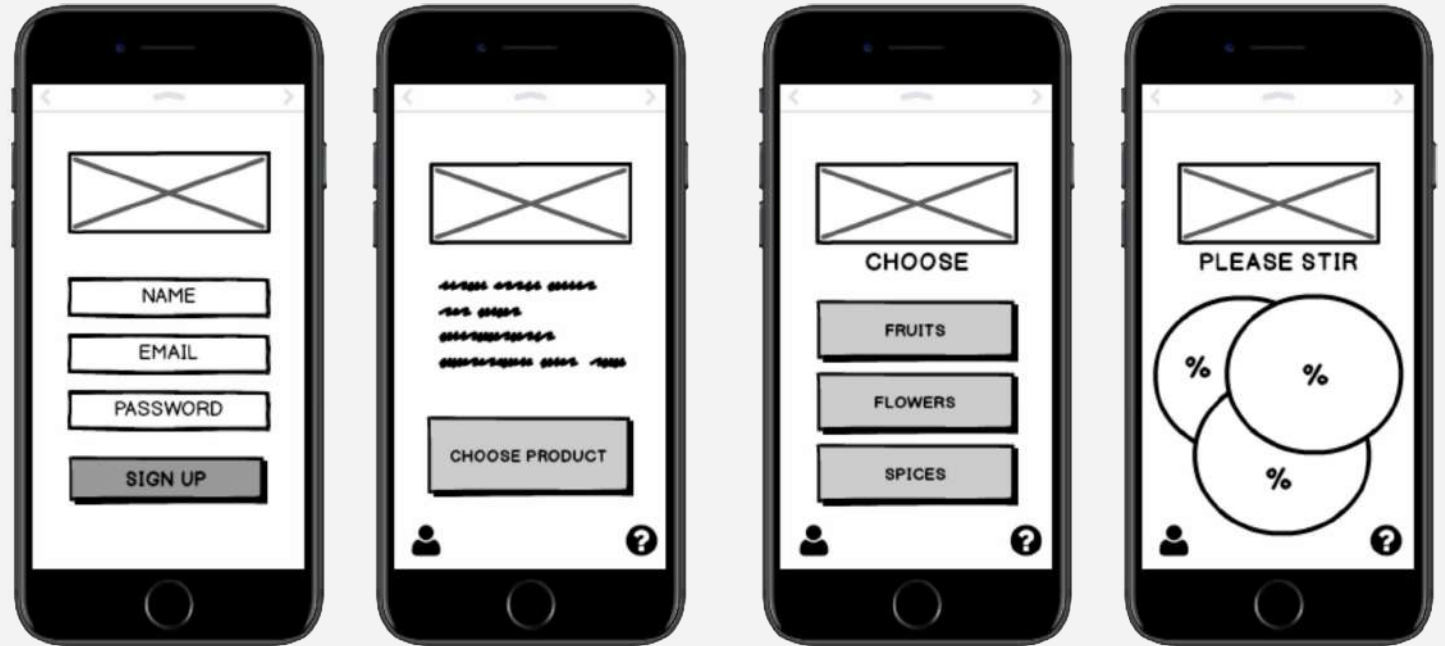
USER RESEARCH
Prepare and conduct user research on 250 representative users using questionnaires

Creating rich wireframes

Modelling the blending function

01 RESEARCH & PERSONA
02 WIREFRAME
03 PROTOTYPE

MIX
YOUR
OWN



CLICK THROUGH WIREFRAMES
Deliver wireframes and interaction design

Deliver low/high fidelity prototypes Full design/css/html specification

01 RESEARCH & PERSONA
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PROTOTYPING

High fidelity click through prototypes for stakeholder and investor presentations