SEPHORA

Design System

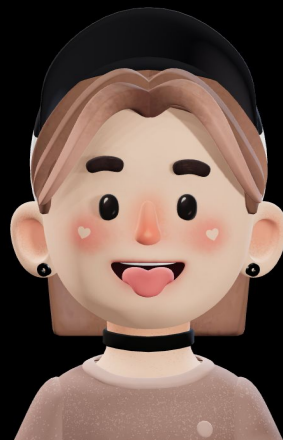# Team 3

a.k.a. Team Y.E.S

Yee Yoon

Ezrella

Sin Theng

Content

01

# Sephora's Background

About Sephora

Sephora's Brand Goals

Sephora is the LVMH-owned global chain of cosmetic stores that carries over 300 brands, including its own label in makeup, skincare, haircare, nail color, body, and fragrance.

Sephora's brand goals:

Holistic beauty brand that sees the beauty in everyone, no matter how different

Inspiring fearlessness; to empower those who are facing key moments in their life

Improving lives by making sure there are options for every individual. No one is left out.

01

Sephora's Background

Digital Products
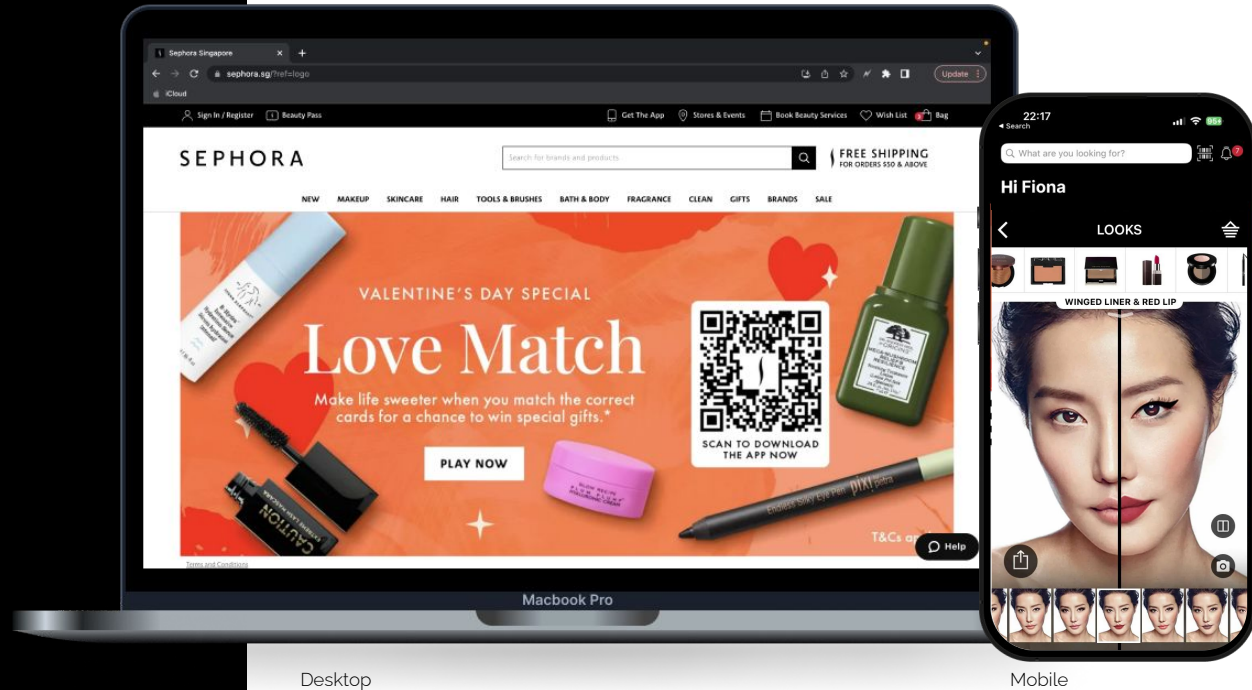
Desktop

Mobile

02

- Style Guide -

Colour	Typography
Grid	**Tone & Voice**

COLOURS

—— Primary Colours

Black
#000000

White
#FFFFFF

—— Secondary Colours

Red
#DD0031

—— Neutral Colours

Dark Grey
#666666

Medium Grey
#CCCCCC

Light Grey
#F1F1F1
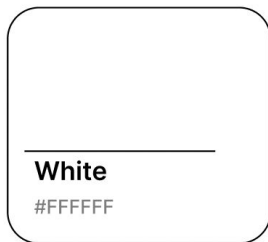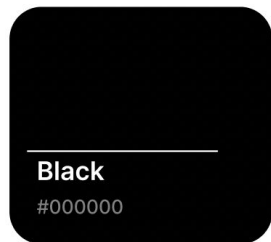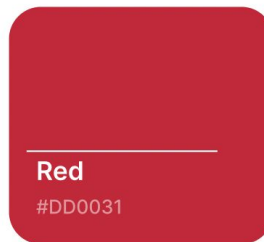
TYPOGRAPHY

Sephora Serif

8 font weights available

Aa	Aa	**Aa**	**Aa**
Light	Book	Medium	Bold

Aa	*Aa*	*Aa*	*Aa*
Light Italic	Book Italic	Medium Italic	Bold Italic

Sephora Sans

4 font weights available

Aa	Aa	**Aa**	**Aa**
Light	Book	Medium	Bold

Heading 1

Font	Weight	Size	Case
Sephora Serif	Book	32px	All Caps

Heading 2

Font	Weight	Size	Case
Sephora San	Book	26px	Sentence Case

Heading 3

Font	Weight	Size	Case
Sephora San	Bold	15px	All Caps

Heading 4

Font	Weight	Size	Case
Sephora San	Bold	13px	All Caps

Subtitle 1

Font	Weight	Size	Case
Sephora San	Book	14px	Sentence Case

Subtitle 2

Font	Weight	Size	Case
Sephora San	Bold	12px	All Caps

Subtitle 3

Font	Weight	Size	Case
Sephora San	Bold	16px	All Caps

Subtitle 4

Font	Weight	Size	Case
Sephora San	Book	18px	Sentence Case

Body 1

Font	Weight	Size	Case
Sephora San	Book	13px	Sentence Case

Button 1

Font	Weight	Size	Case
Sephora San	Bold	14px	All Caps

Button 2

Font	Weight	Size	Case
Sephora San	Bold	16px	All Caps
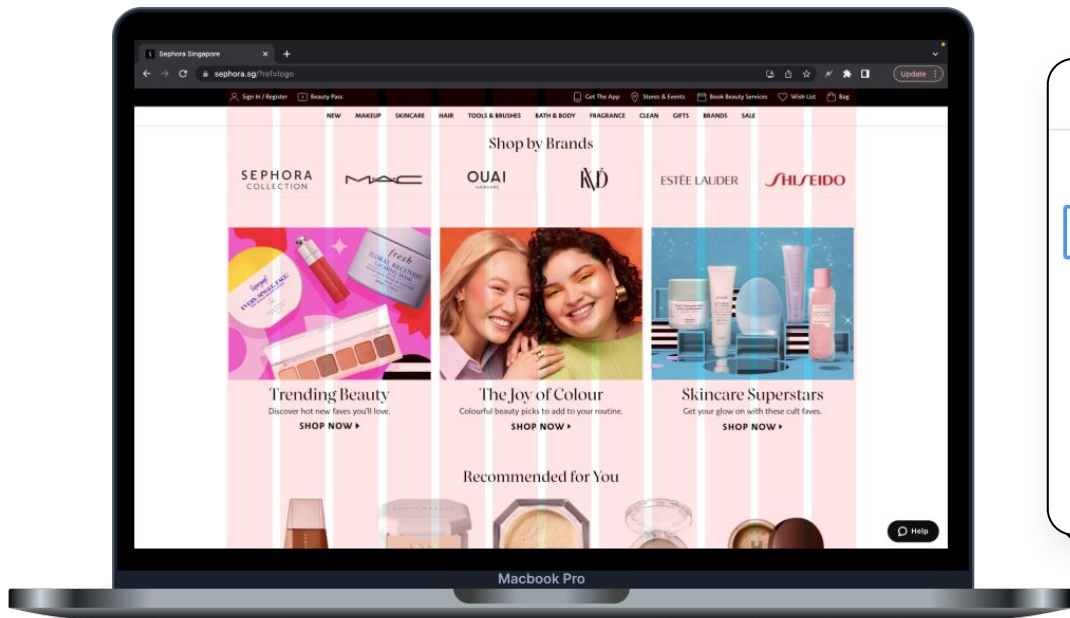
Columns

Count | Color
12 | FF0000 | 10%

Type | Width | Margin
Stretch | Auto | 240

Gutter
20

Personable

Products are suggested to you in a warm tone,

similar to getting a recommendation from a friend

Skincare Superstars
Get your glow on with these cult faves.

Trending Beauty
Discover hot new faves you'll love.

Your Next Obsession

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sephorasg ✔ Let these beauties help you slay on the bus and trains today💁 Valentines' Day Sale has extended till 14 Feb 2359 ONLINE - get 15% off no minimum spend, snag these babies and flaunt your lips this Valentines Day💋

Witty

Brand voice is playful and uses

trendy lingo to attract customers

Approachable

Introduces new makeup or services in a

welcoming and friendly manner

If you'd like to know exactly what your skin needs—this is it.

Let our brow experts create a brow style that flatter your face shape and flaunt your best features. We promise you'll leave looking and feeling fabulous!

03

- Components -

Buttons	Cards	Navigation
Add to cart	Filter / Options	Reviews
Modals / Pop-ups	Text Fields	Thumbnails
	Paginations	

BUTTONS

Contained Button

Primary Button Medium - 155 ×40

BUTTON

Primary Button Medium - 155 ×40

BUTTON

Outline Button Medium - 155 ×40

BUTTON

Normal

ADD TO BAG

Primary Button Small - 150 ×30

BUTTON

Primary Button Small - 150 ×30

BUTTON

Outline Button Small - 150 ×30

BUTTON

Hover

ADD TO BAG
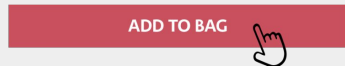
Text Button

Normal

Button
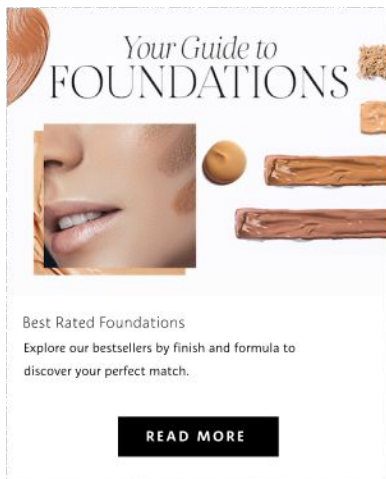
Hover

Button

Hover

Button

Best Practices

Make the important button stand out. Visually differentiate primary and secondary actions.

Do not have more than one primary action button on the screen at a time.

Your Guide to
FOUNDATIONS

Best Rated Foundations
Explore our bestsellers by finish and formula to
discover your perfect match.

READ MORE

NEW
LAURA MERCIER

Blush Colour Infusion (Lunar New
Year Limited Edition)
$52.00

IT COSMETICS

Your Skin But Better CC+ Cream SPF
50 Mini
$25.00

★★★★☆

Trending Beauty
Latest picks that are on everyone's wishlist.
SHOP NOW ▶

**Best
Practices**

Only primary information should be highlighted.
e.g.: Product thumbnail image, Name / title,
Price and Call to action

MENU BAR
Use menu bar to search product easier

—— Normal

| MAKEUP | SKINCARE | HAIR | TOOLS & BRUSHES |

—— Hover

MAKEUP | SKINCARE | HAIR | TOOLS & BRUSHES

FACE ▸
Contour
Face Primer
Highlighter & Illuminator
Face Palettes & Sets
Foundation
Tinted Moisturiser
BB & CC Cream
Powder
Concealer & Corrector
Blush
Bronzer
Setting & Finishing Spray

EYES ▸
Eyeliner
Eye Palettes & Sets
Eyeshadow
Eyebrows
Mascara
False Eyelashes
Eye Primer
Under Eye
Concealer

LIPS ▸
Lip Palettes & Sets
Lipstick
Lip Stain & Tint
Lip Gloss
Lip Liner
Lip Balm
Lip Plumper
Lip Primer

NAILS ▸
Nail Polish
Base & Top Coat
Nail Art
Attificial Nails
Nail Treatments
Nail Polish Remover
Nail Sets

MAKEUP REMOVER ▸
Eyes & Lios
Face

HEADER
Header menu let member to access their benefits more convenient

—— Normal

👤 Sign In / Register | Beauty Pass

—— Hover

👤 Sign In / Register | Beauty Pass

SEARCH BAR
Use the search bar to quickly find specific items

—— Normal

Search for brands and products 🔍

—— Hover

Input Text   ✕ 🔍

BOTTOM MENU
Bottom menu able to searh more about Sephora's info

ABOUT US
About Sephora
Careers
Privacy Policy
Terms of Use
International
Sitemap

CUSTOMER CARE
Delivery
FAQ
Book Beauty Services
Discover Store Events
Find a Store
Beauty Classes
Sephora Test & Collect
Contact Us

EARN REWARDS AS A BEAUTY
PASS MEMBER

SEPHORA
THE BEAUTY PASS

LEARN MORE

CONNECT WITH US
f 🐦 📷 ▶ 💬

GET THE APP
App Store   Google Play
Shop on the go with Sephora!

PAYMENT OPTIONS
PayPal VISA atome A.

SIDE MENU
Use side menu to search product easier

Home / New Arrivals

NEW ARRIVALS ⌃
Makeup
Skincare
Hair
Tools & Brushes
Bath & Body
Fragrance
Clean
Gifts

Home / New Arrivals / Skincare

NEW ARRIVALS ⌃
Makeup
Skincare
 Cleanser & Exfoliator
 Toner
 Moisturiser
 Masks & Treatments
 Sun Care
 Skincare Sets
Hair
Tools & Brushes
Bath & Body
Fragrance
Clean
Gifts

Best Practices
Use descriptive, short menu titles.
Limit the number of menu items in
the top navigation.

CHOOSE 3 SAMPLES WITH EVERY PURCHASE

REDEEM BEAUTY PASS REWARDS

FARMACY
GREEN CLEAN

ORIGINS
MEGA-MUSHROOM
RELIEF &
RESILIENCE

LAURA MERCIER
Pink Blush Lunar New Year
Special Edition

FARMACY
Green Clean Makeup Meltaway
Cleansing..

ORIGINS
Dr. Andrew Weil For
Origins Mega-Mus...

TARTE
Amazonian Clay Full Coverage
Foundation

ADD TO BAG

ADD TO BAG

ADD TO BAG

ADD TO BAG

SHOPPING BAG

PRODUCTS	COLOUR/TYPE	QUANTITY	TOTAL
NARS Pure Radiant Tinted Moisturiser SPF 30 / PA++	Mykonos	1	$72.00
			Remove

PROMO CODE

Enter Promo Code   Apply

VIEW ALL PROMO CODES

Subtotal	$72.00
Price Before GST	$66.67
GST (8% included)	$5.33
TOTAL	**$72.00**

3 payments of $24.00 with   atome A

SECURE CHECKOUT

PAYMENT METHODS

PayPal   mastercard   VISA   AMERICAN EXPRESS

atome A

and more

CONTINUE SHOPPING

Best Practices

Checkout button should always be highlighted to encourage customers to purchase products.

The checkout button should be the only call to action above the fold.

Additional information can be added but should not be emphasized -- this will distract people from proceeding to checkout and payment pages.

FILTER / OPTIONS

BRAND FILTER
Search by brand's initial to filter unmatched brand

| FRAGRANCE | CLEAN | GIFTS | BRANDS | SALE |

SHOP SEPHORA COLLECTION

Search

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z

A
Abercrombie & Fitch
ABYSSIAN
Act+Acre
Aerin
Allies of Skin
Alpha-H
AMUSE
Anastasia Beverly Hills
Anna Sui
AQUIS
Ardell

REVIEW SORT
Review sort used to prioritize view on newest or oldest.

SORT: Newest   SIZE: All   ☐ Exclude Sephora US reviews

PRODUCT SORT
Using product sort the search product more quickly.

SORT: Featured   VIEW: 36 | 1 | 2 | 3 | > |

REVIEW FILTER
Click on the numeric able to only view the rank's review

5 ★   7394
4 ★   1936
3 ★   729
2 ★   462
1 ★   422

PRODUCT FILTER
Product filter able to help bring out matched item in a minutes.

BRANDS ⌃
Search Brands

☐ Allies of Skin
☐ Alpha-H
☐ AMUSE
☐ Anastasia Beverly Hills
☐ Augustinus Bader

PRICE ⌃
$3.5 $995

FUNCTION ⌃
☐ Exfoliating
☐ Eye
☐ Face
☐ Lip
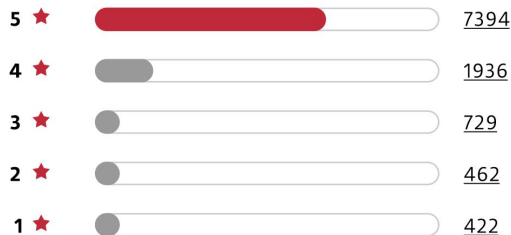☐ Moisturise

Best Practices
Use interactive filtering so that every choice made by the user is immediately displayed.
Place filters in predictable locations where most users are familiar with for quick access.

RATINGS & REVIEWS

4.4

★★★★☆

<u>10943 Reviews</u>

5 ★ 7394
4 ★ 1936
3 ★ 729
2 ★ 462
1 ★ 422

WRITE A REVIEW

Best Practices

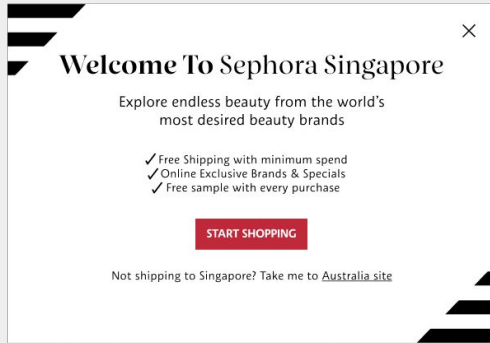Overall ratings for products should be easily identified at a glance.

05 Feb 2023
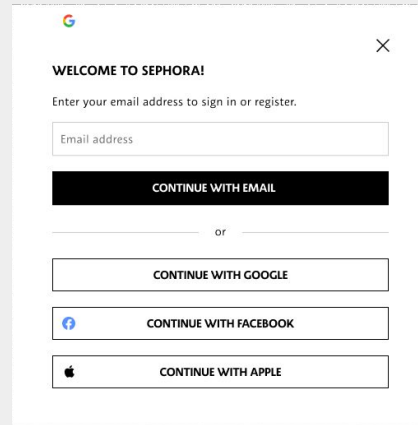Emi Walsh • Australia

★★★★★ **150ml - staple cleanser!!**

It doesn't strip your skin or leave weird film on ur skin. It cleans off really easily. A little really goes a long way with this one, like you barely need any product for it to do it's job. I love love love this cleanser
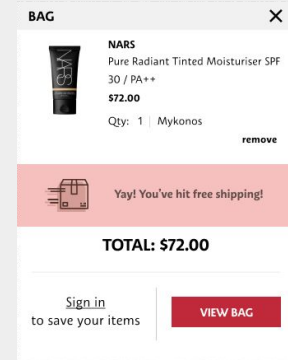
WELCOME POP-UP

Welcome To Sephora Singapore

Explore endless beauty from the world's
most desired beauty brands

✓ Free Shipping with minimum spend
✓ Online Exclusive Brands & Specials
✓ Free sample with every purchase

START SHOPPING

Not shipping to Singapore? Take me to Australia site

SIGN IN POP-UP

WELCOME TO SEPHORA!

Enter your email address to sign in or register.

Email address

CONTINUE WITH EMAIL

or

CONTINUE WITH GOOGLE

CONTINUE WITH FACEBOOK

CONTINUE WITH APPLE

CART MODAL

BAG

NARS
Pure Radiant Tinted Moisturiser SPF
30 / PA++
$72.00
Qty: 1 | Mykonos

remove

Yay! You've hit free shipping!

TOTAL: $72.00

Sign in
to save your items

VIEW BAG

Best Practices Use pop-ups sparingly and make them as non-intrusive as possible as it interrupts the user's journey. Size modal windows appropriately as well.

MARIO BADESCU SKIN CARE

BRIGHTENING MASK WITH VITAMIN C

Net Wt. 2 oz ℮ (56 g)

Best Practices

Image size should be large enough for comfortable viewing but not too large so that the content density remains good.

Current image should be highlighted within the gallery so user knows which image they are currently viewing.

Active Unfiled

Text field available for input

Email address

Active Filed

Text field after input

Email address
After Input

Error

Erroneous input

Email address
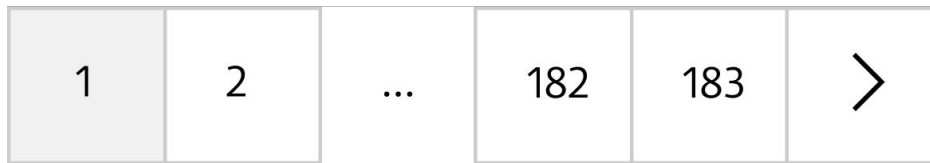
Please enter an email address.

Best Practices

Do not round corners on text fields as it could cause users to view your form as more user-friendly.

Separate background from a text field for strong clickability and space cues.

Also, highlight the active field to make it easy to focus on it.

PAGINATION

1	2	...	182	183	›

Best Practices

Provide large clickable areas and streamline the number of pages, particularly for reviews where pages can get very long and extensive.

Sephora
In SG context

Insights gathered:

- **70%** of Sephora shoppers visited the Sephora website before heading to the store to make a purchase within 24 hours.

- Sephora shoppers are **making use of the website to browse beauty products and look for reliable reviews** before making the actual purchase offline.

- Sephora's website (sephora.com.sg) remains **No. 2** behind Watson's (watsons.com.sg) in terms of sales.

04

- Problem Statement -

Problem Statement

"How might we improve the user interface of Sephora's website such that Sephora shoppers can make **good purchase decisions** and feel **confident** with their selections?"

06

- Proposed Design Principles -

Design Principles

> "we believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty—and in life. Our purpose is to inspire fearlessness."

Focus on searchability

Built for everyone to find the product they need on Sephora easily and efficiently.

Consistent visual style

Uniformed visual style that is impartial to the many brands that Sephora works closely with.

Make an impactful first impression

Approachable page that creates a strong and memorable brand identity for Sephora.

Make it personable

Know what each user wants to see and keep the focus to what matters most for them.
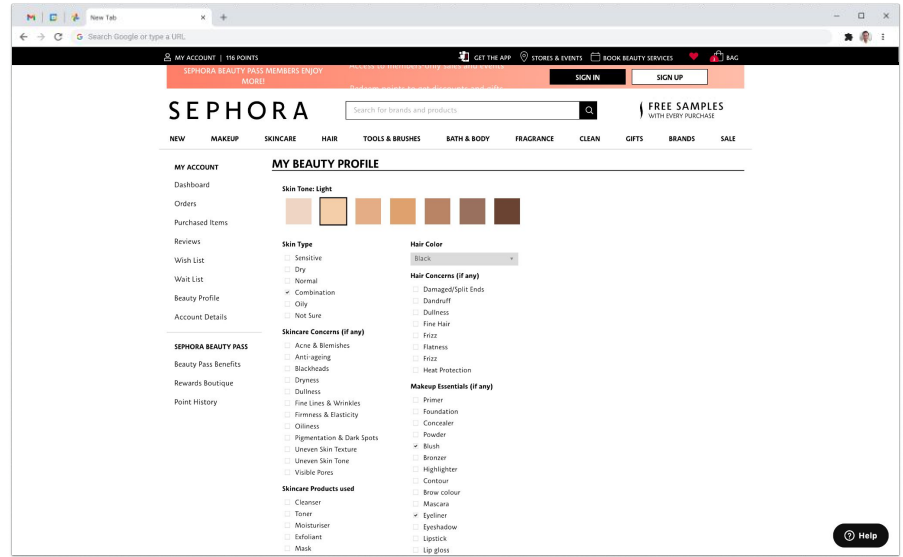
Make it purposeful

Keeping holistic beauty in mind, let users know what services Sephora has to offer apart from selling products.

05

- Problems Identified -

Main problems identified

#1 - Offer users control

Beauty Profile as a lesser known tool that Sephora has rolled out in 2017 which could be very useful to existing users to help streamline their decisions while making purchases.

Throughout the website, Sephora shoppers are not once prompted to fill in their beauty profile which contains information like your skin type, skincare concerns etc. which Sephora can use to provide better recommendations for them.
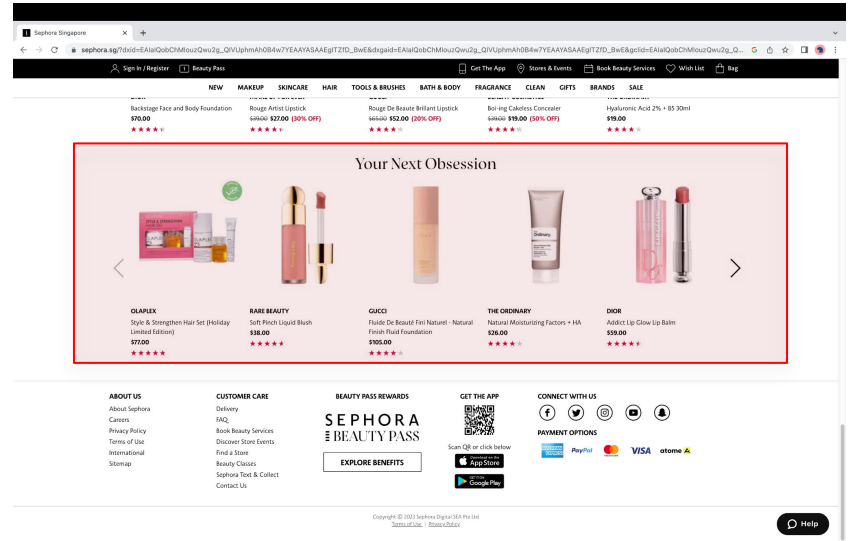
Main problems identified

#1 - Offer users control
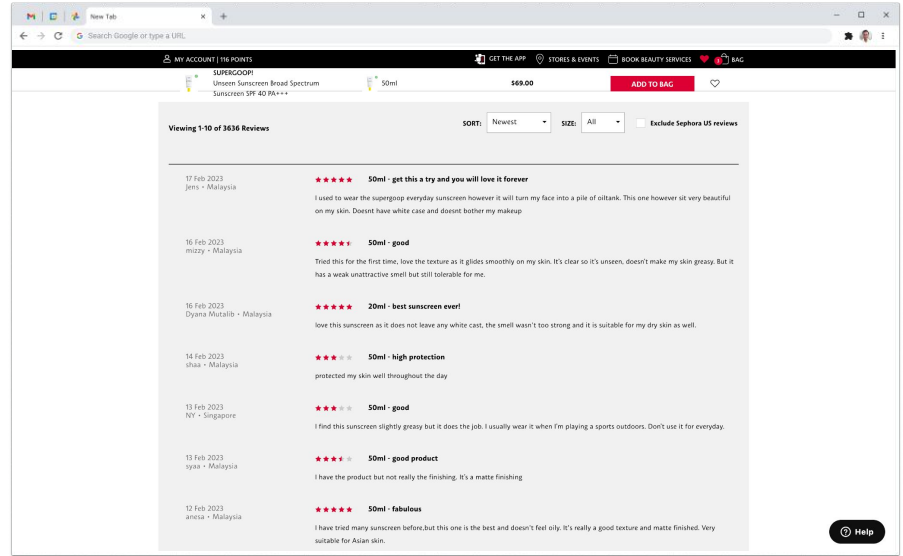
Reviews should enable feedback to build trust and credibility

> **Best Practices for reviews:** Reviews should enable feedback. This generates more attention to the most use reviews, where more users are more likely to spot them.

# Main problems identified

#2 - Increase usability

2 navigation bars found on homepage and recommendations are not top of mind for Sephora shoppers. Recommendations are also repeated.

Hicks Law states that the time it takes to make a decision increases with the number and complexity of choices present. The more the number of choices, the greater the time taken to come to a decision.

Main problems identified

#4 - Obscuring complexity
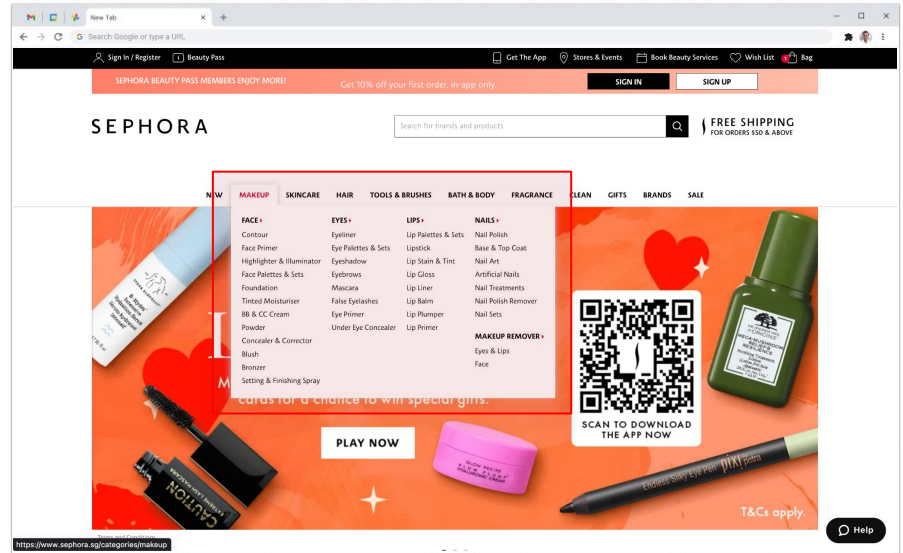
Too many options during navigation in the drop down menu

Hicks Law states that the time it takes to make a decision increases with the number and complexity of choices present. The more the number of choices, the greater the time taken to come to a decision.

07

- Proposed Solutions -

Solution #1 -
Prompt users to update their Beauty Profile

Macbook Pro
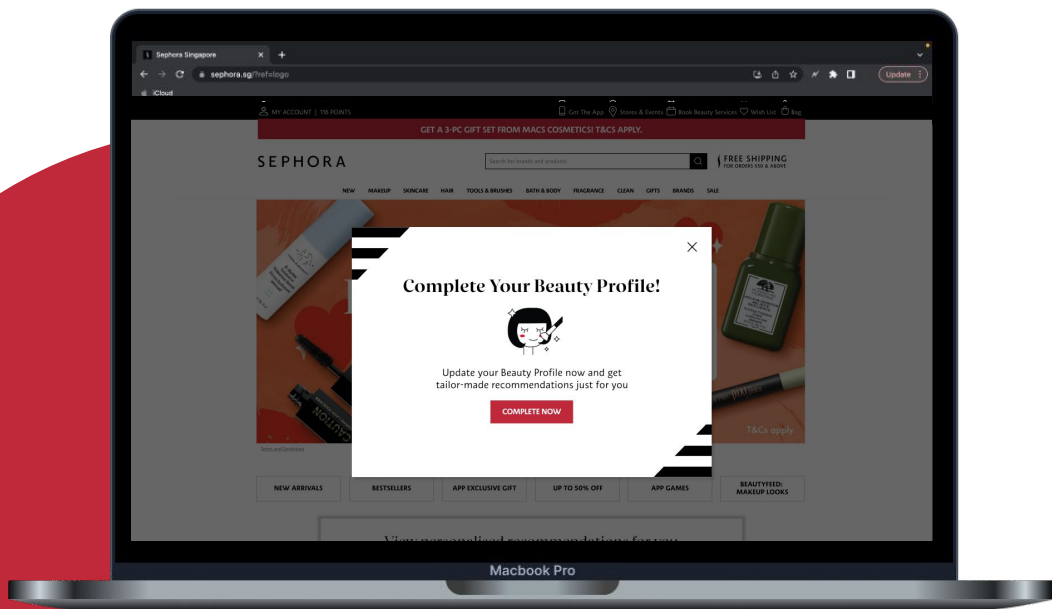
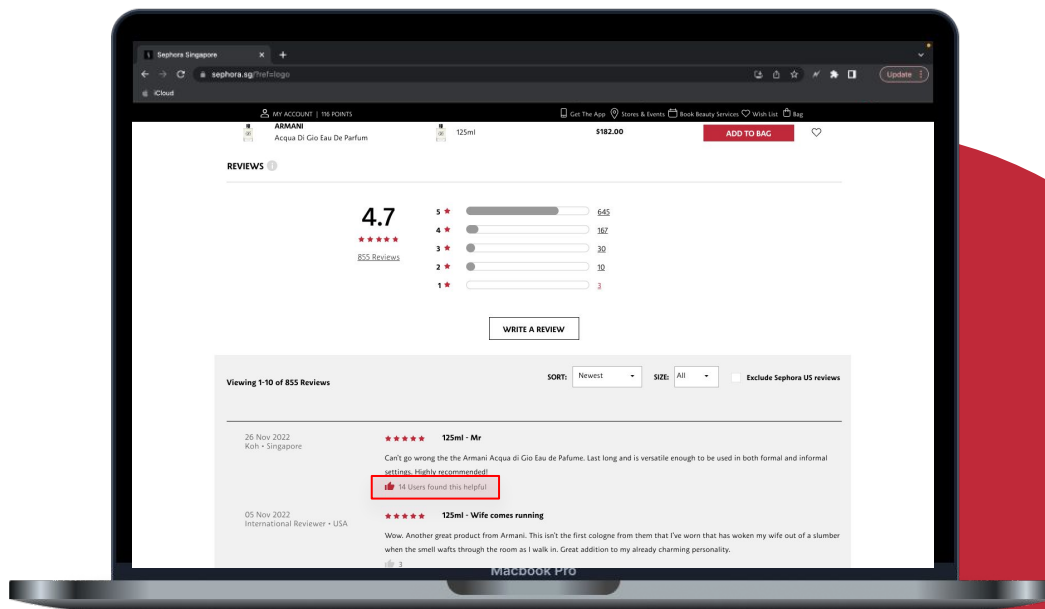## #1 - Offer users control

Our solution:

To create a top banner / pop-up banner on the homepage for its existing users to complete their beauty profile.
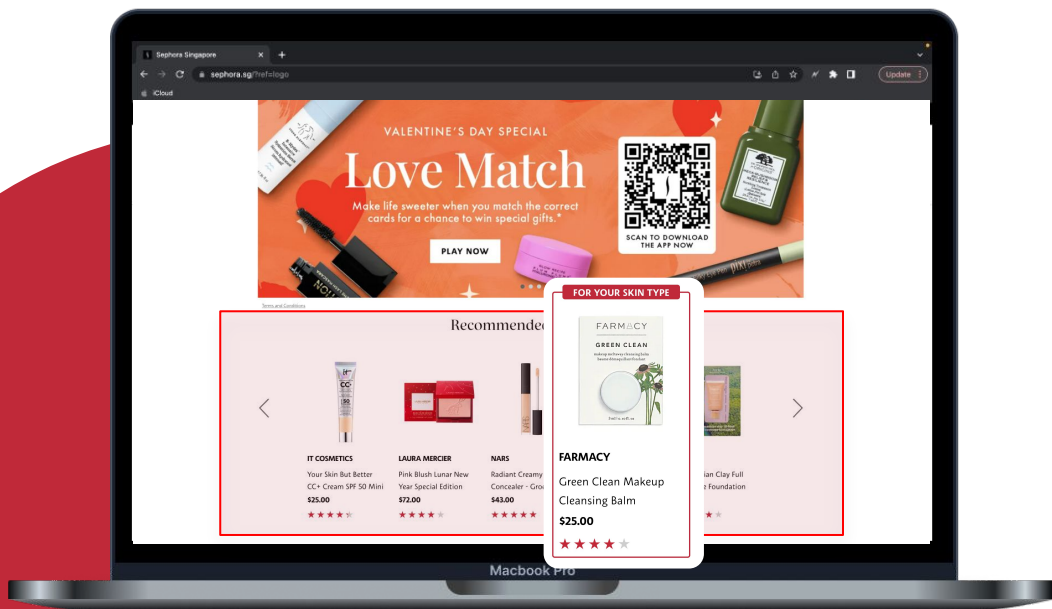
Solution #3 -
Allow feedback to reviews

#1 - Offer users control

Our solution:

Allowing reactive reviews will help increase the trust and credibility of Sephora's product reviews.

Solution #2 -
Keep recommendations top of mind

#2 - Increase usability

Our solution:

Have an easy to find, recommended section that is just below the homepage banner

(Jakob's Law, Design for Evil - Greed)
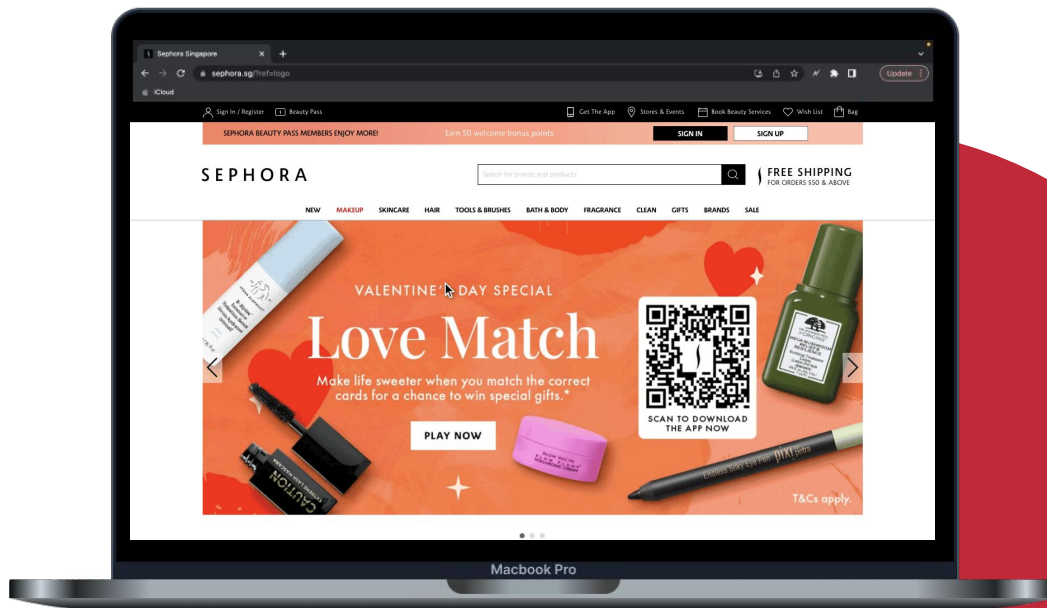
Solution #4 -
Better navigation; Streamline options when browsing

#3 - Obscuring complexity

Our solution:

Reveal lesser options at the start instead and reveal as the user hovers along each option.

Hover over any primary navigation link and a detailed drop down menu will appear. The drop down menu will contain all the categories for that particular section of the site.

Conclusion

"How might we improve the user interface of Sephora's website such that Sephora shoppers can make **good purchase decisions** and feel **confident** with their selections?"

Key problems and solutions:

- **Offering users control** to make Sephora more personable by encouraging product recommendation personalisation and reactive reviews

- **Increasing usability** by reducing clutter on the homepage

- **Obscuring complexity** by reducing amount of information displayed at each time on the navigation bar

THANK YOU!