



Kairo

Concrete Design Report

User Interaction

*ASSIGNMENT 2: ONLINE SHOPPING
WEBSITE CONCRETE*

*Apoorva Aggarwal
103211193*

Content

3.

*Ideation and Design
Concept and Interaction
Design*

I2.

Site Map and Navigation

I7.

Wireframes

27.

Heuristic Evaluation

33.

Branding and Hosting

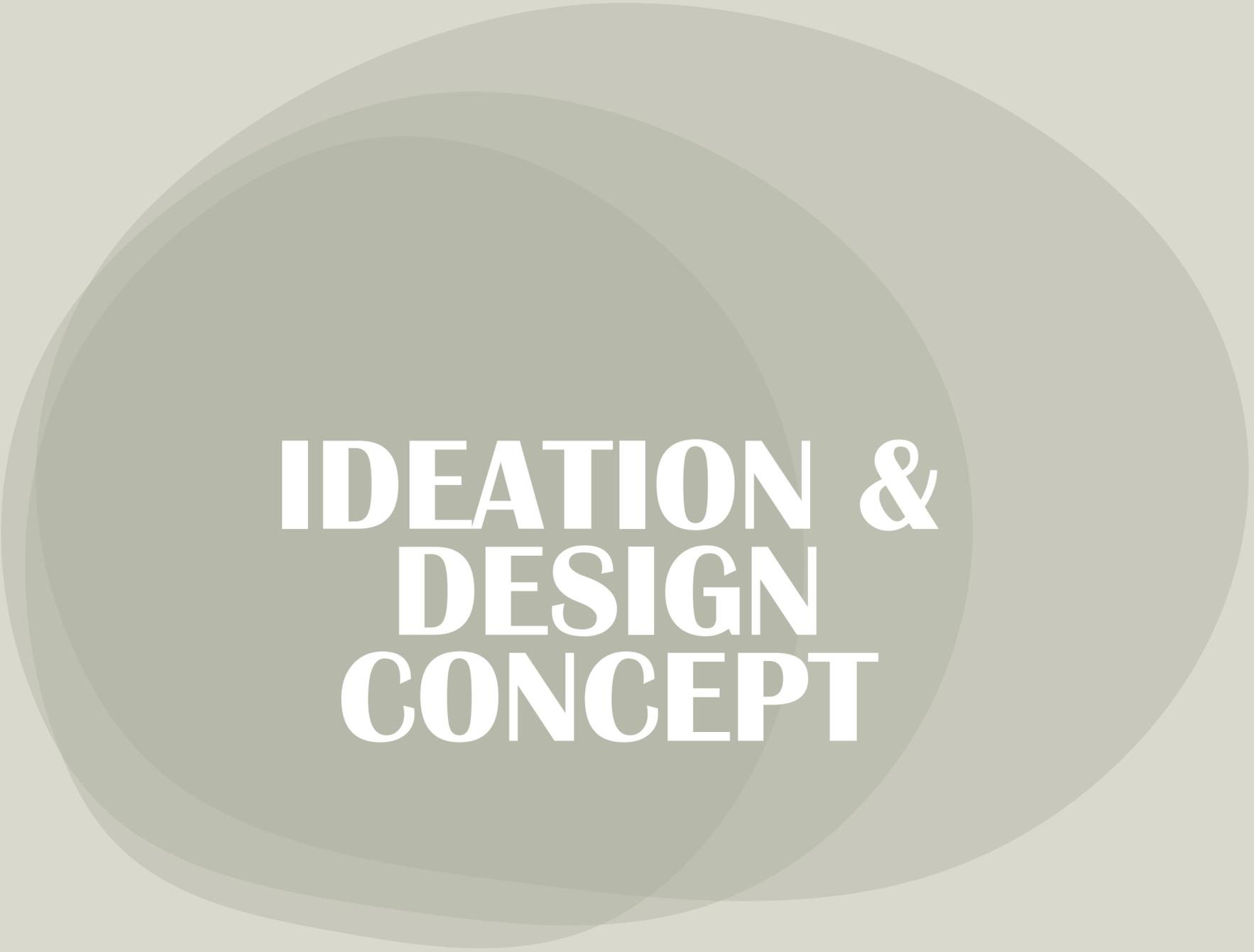
39.

*Appendix High Fidelity
Pototypes*

47.

References





**IDEATION &
DESIGN
CONCEPT**

IDEATION & DESIGN CONCEPT

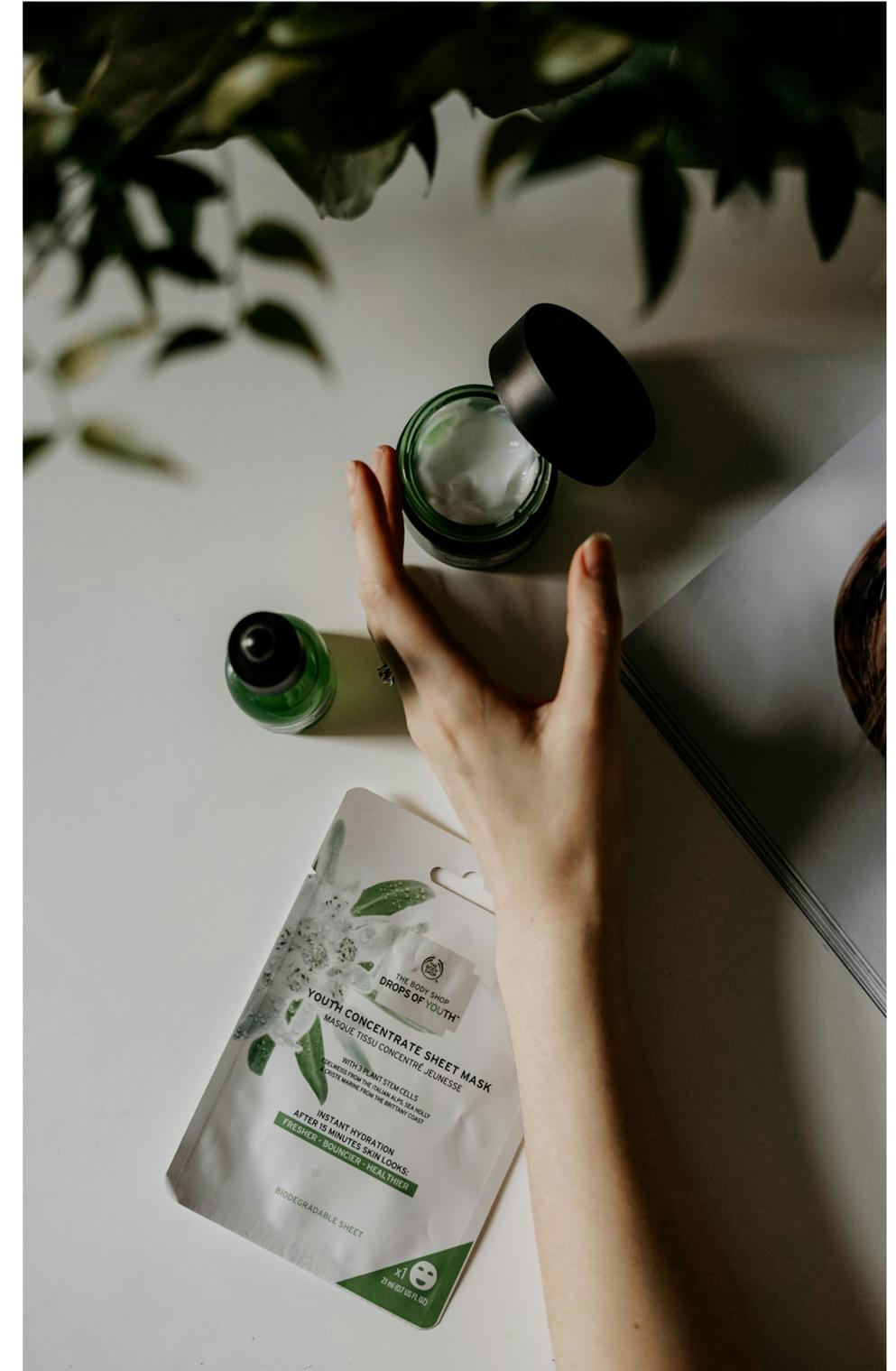
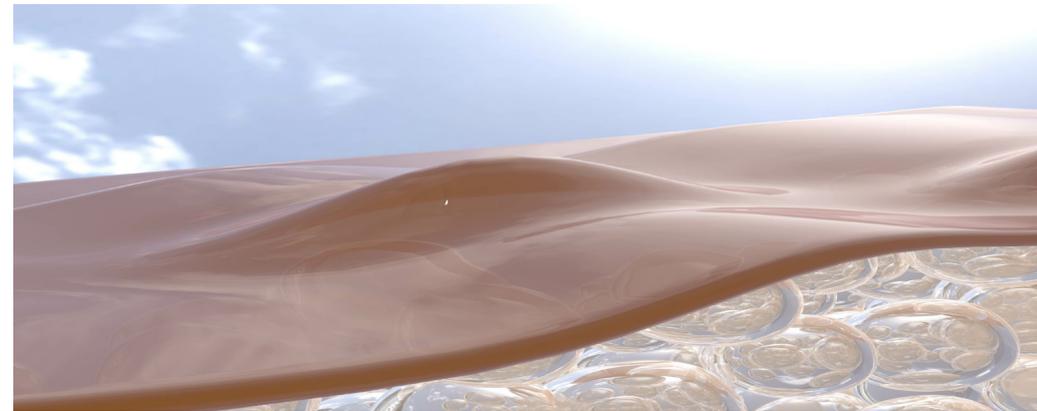
The website I'll be developing is a thoughtfully curated online store for sustainable and vegan skincare products. Among several potential brand names I considered, I find Kairo to be the most compelling choice for an online skincare store. It effectively conveys the brand's clean and modern identity, leaves a lasting impression, and holds potential for future expansion while aligning with values of sustainability and conscious beauty.

My goal is to create a virtual space that reflects the essence of natural skincare and provides a calm, intuitive shopping experience for users seeking ethical beauty solutions.

My mission is clear: I aim to empower users to make confident skincare choices through transparency and design. With a target audience of Australian residents aged 18–35, who value sustainability, affordability, and ingredient transparency, Kairo promises a brand experience that blends trust, elegance, and inclusivity. Expect a soothing design aesthetic that reflects the purity and sustainability of the products showcased.

From prior research, it's clear that customers want easy access to ingredient lists, skin type suitability, and sustainability certifications. To meet this

need, I have included these details in every product description. Additionally, customer reviews will be featured alongside each product to assist users in making informed and confident purchase decisions.



Storyboard 1



- User finds she is running out serum (worried)

User worried about moisturiser



- Searches for serum and looks for sensitive skin products

Search on web



- Comes across Kairo

Comes across Kairo



- View Shop for her

Filters and finds the information to be an easy read and accommodating to her skintype



- finds it according to her needs

Finds it according to her needs



- makes secure checkout

Makes secure checkout



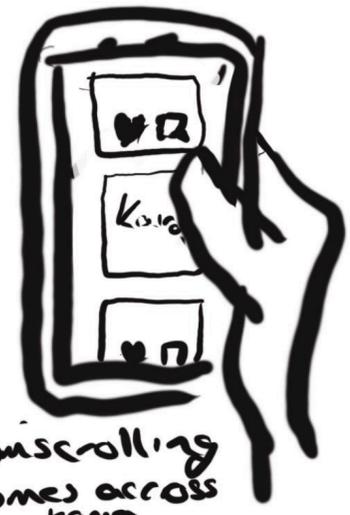
- Finally lays to go to sleep. 😊

Sleeps peacefully now

Storyboard 2



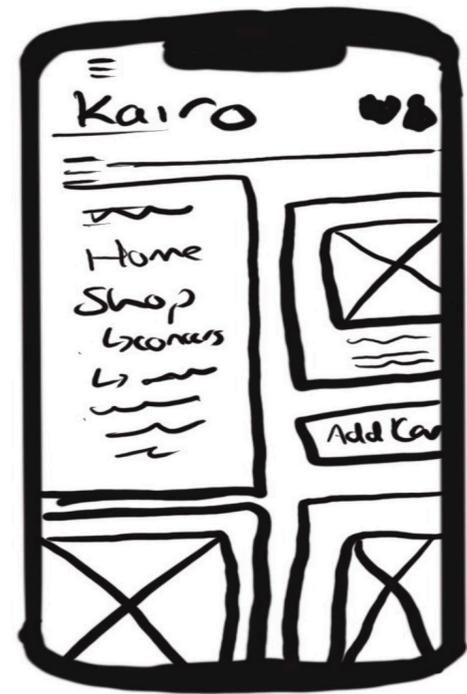
- Working day job
Joe is working on his day job



- doomscrolling
- comes across Kario
doomscrolls and finds Kario ads and intrigued by it

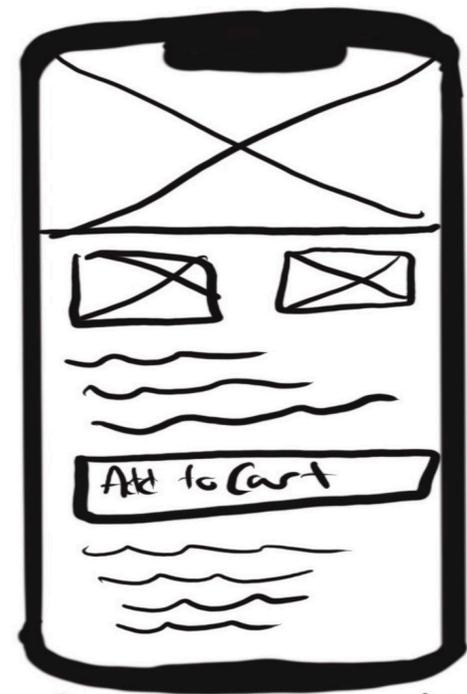


- Intrigued opens it
starts looking at it



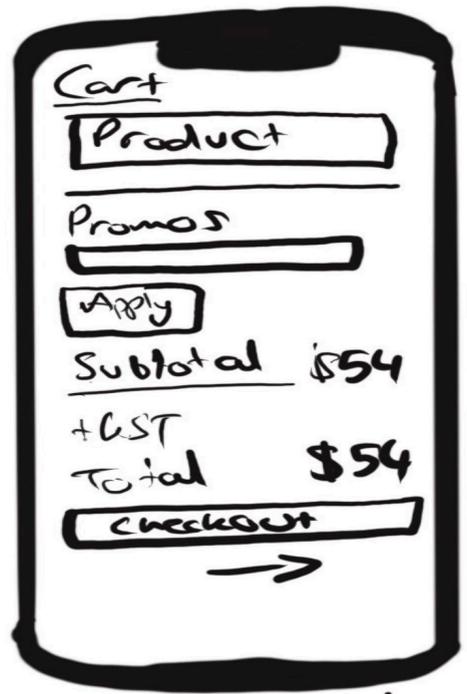
- Filters through shop

Filters the shop according to his concerns and reads the easy guide and information provided



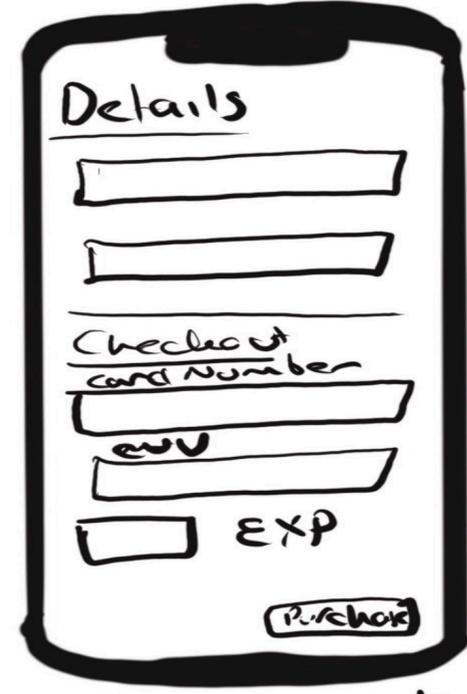
- Reads details
- adds it

Adds a New Serum to Cart



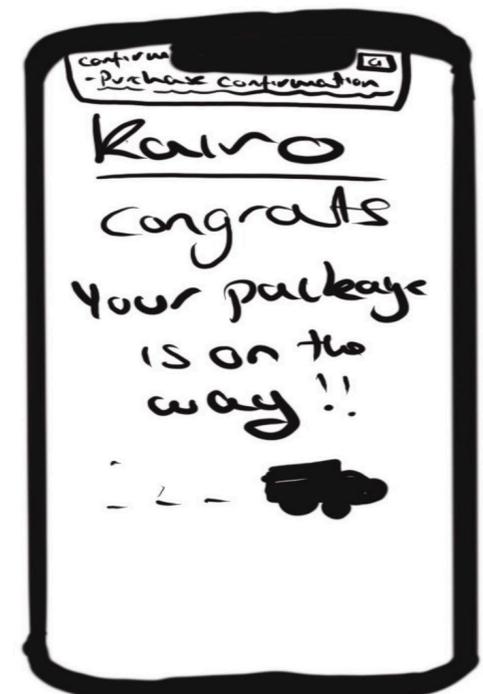
- Check cart
- adds sign up promo

Fills out Details and checkout as Guest



- adds details

Adds his card details



- get email confirmation

Finally gets an email confirmation

Storyboard 3



User is a student who wants to repurchase her skincare as it runs out



Checks availability of product she repurchases for her sensitive skin



Recently got pocket money and thinks she has sufficient funds



Checks Kairo again and finds her product



Finds it in stock



Reads about New arrivals and is interigued

Storyboard 3



Compares new products and finds them to be great fit for her



worried about prices



Checks the "sales" and finds something there for her



Adds to cart and secures checkout



Gets an Email confirmation



Happy to buy more than expected and spend less than expected

Interface Metaphore

Interface metaphors are used throughout this website's design to support usability and create a smooth user experience. The metaphors chosen are familiar across e-commerce platforms and align closely with their intended functions. The main challenge was deciding whether to design icons that feel unique to a skincare brand identity or to rely on more universal e-commerce symbols, as well as determining where custom skincare-inspired icons would add the most value.



Magnifying Glass

Adding items works like pushing products into a physical cart. I placed the magnifying glass icon as the trigger for search, using its universal meaning of “look closer” to make discovery intuitive. This icon invites users to explore products without needing extra instructions.



Shopping Cart

Adding items works like pushing products into a physical cart. I used the cart icon to symbolise the act of collecting items while browsing, mirroring the real world experience of pushing a trolley. It gives users an immediate sense of security, knowing where their chosen products are stored.



Profile / My Account

Silhouette represents the user's identity/account. I included the user silhouette as a quick entry point to account management, much like presenting an ID card. This makes the login/profile space recognizable and effortless to find.



Star Icon

Stars signify value, like hotel/restaurant ratings. Evaluation: Excellent trust builder. Universally understood. I placed star icons to symbolise product quality and trust, drawing on the cultural metaphor of “5 star ratings.” The stars quickly communicate reviews without users needing to read long text.



Social Media Icons

Icon to help user navigate to external platforms if they want. I used familiar platform logos as direct signposts, each acting as a doorway into external communities. These icons create trust and continuity, linking Kairo's brand with platforms users already know.



Navigation Arrows

Icons help user slide from one to another. I used left and right arrows to guide users through content, much like flipping pages in a book. These icons make movement intuitive, showing users exactly how to browse forward or go back without confusion.

Interface Metaphore

Widgets/Components

Nearly there.. Latest Feed Latest Article

Shipping information

Full name

Street address

Apt., suite, etc.

City State / Province

Country Zip code

Next

Buttons



Radio Buttons

Shipping Payment

Payment information

Card ending in 1234 (exp. 04/24)

Pay with a different card

Checking Box

Remember Me [Forgot your password?](#)

Sign in

Icons



The shopping cart icon acts as a metaphor for adding products as in a physical store, while the magnifying glass icon represents searching. These metaphors help users quickly understand actions without needing extra instructions, aligning with Nielsen's principle of recognition rather than recall.

From a design perspective, choices were made to reflect the calming and sustainable brand identity. A sticky header ensures that navigation is always visible, reducing friction as users scroll. The footer provides consistent access to secondary navigation and policies, maintaining consistency and standards. The product highlights and testimonial sections are structured with clear hierarchy, focusing attention on benefits and social proof while keeping the layout minimal and user friendly.

Interface Metaphore

These are the design of interactions Widgets/Components

Kairo

- About Us
- Skin Journey
- Contact Us
- Customer Service
- FAQ

- Products
 - Serums
 - Moisturizer
 - Cleanser
 - Accessories

- Quick Links
 - Instagram
 - Facebook
 - Pinterest
 - Twitter

Sign Up

Email Here

Join our newsletter for the latest updates and exclusive offers.

© 2025 Kairo. All rights reserved. [Privacy Policy](#) [Terms of Service](#) [Cookies Settings](#)

[f](#) [@](#) [t](#) [p](#)

Search



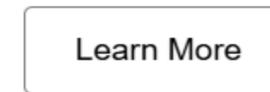
Cart



Profile



Buttons



Kairo

Profile Skincare Journal

- Best Sellers
 - Ingredients
 - SPF+
 - Packs
- Shop
 - Cleanser
 - Serums
 - Moisturizer
 - Skin Oils
 - Accessories
 - Skin Concerns
- About Us
 - Journey
 - Latest Feed
 - Latest Article

**Embrace Radiance:
Sustainable
Skincare for the Conscious Ones**

Card ending in 1234 (exp. 04/24)

Pay with a different card

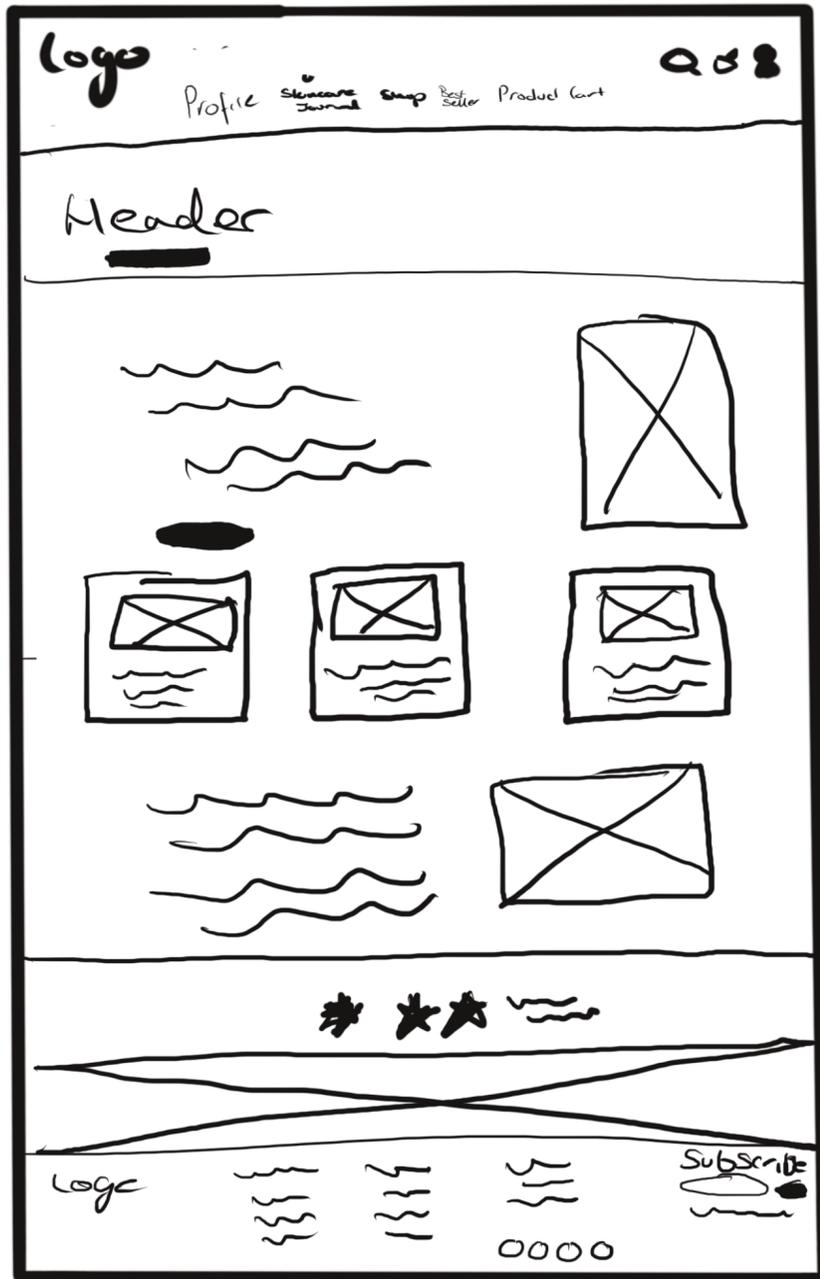
Remember Me

[Forgot your password?](#)



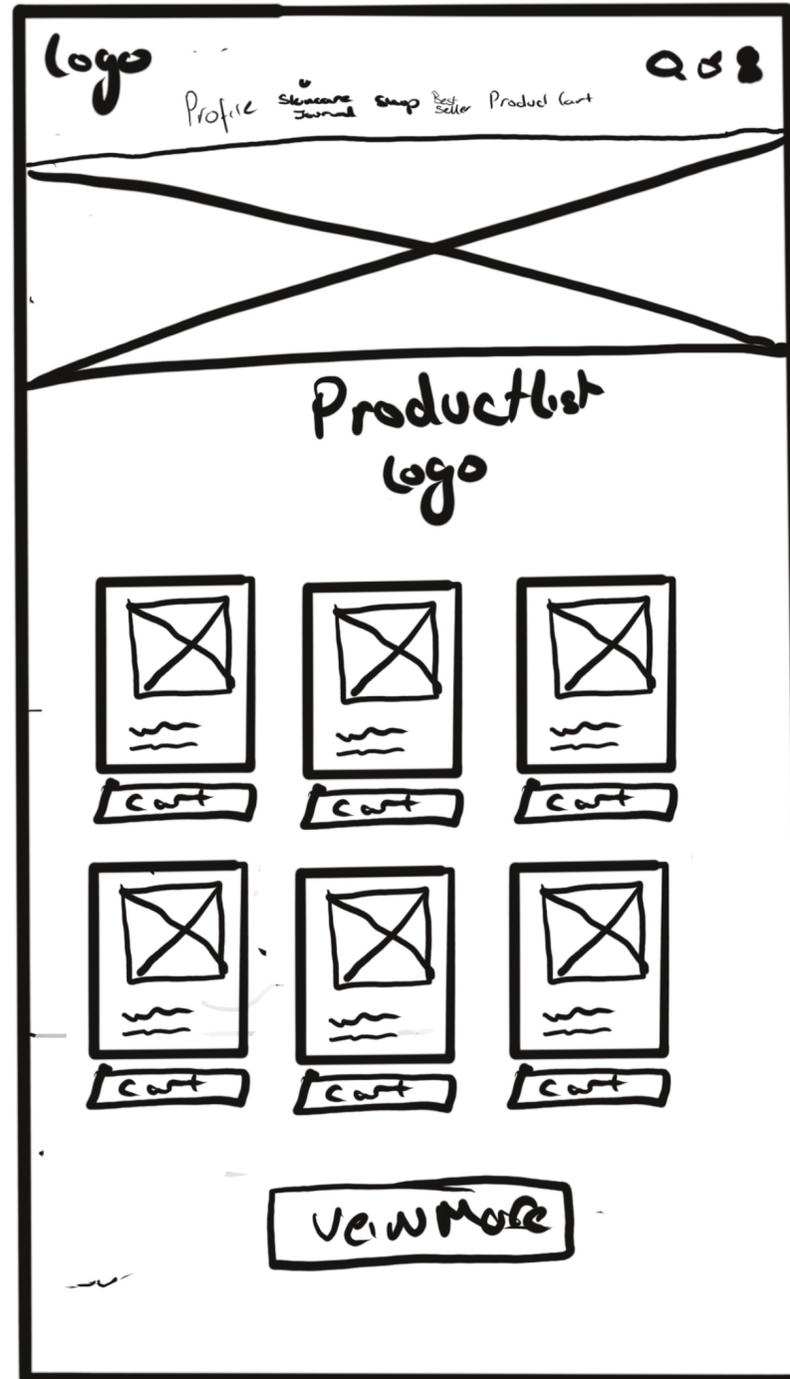
LOW FIDELITY PROTOYPE DRAFT

Home Page

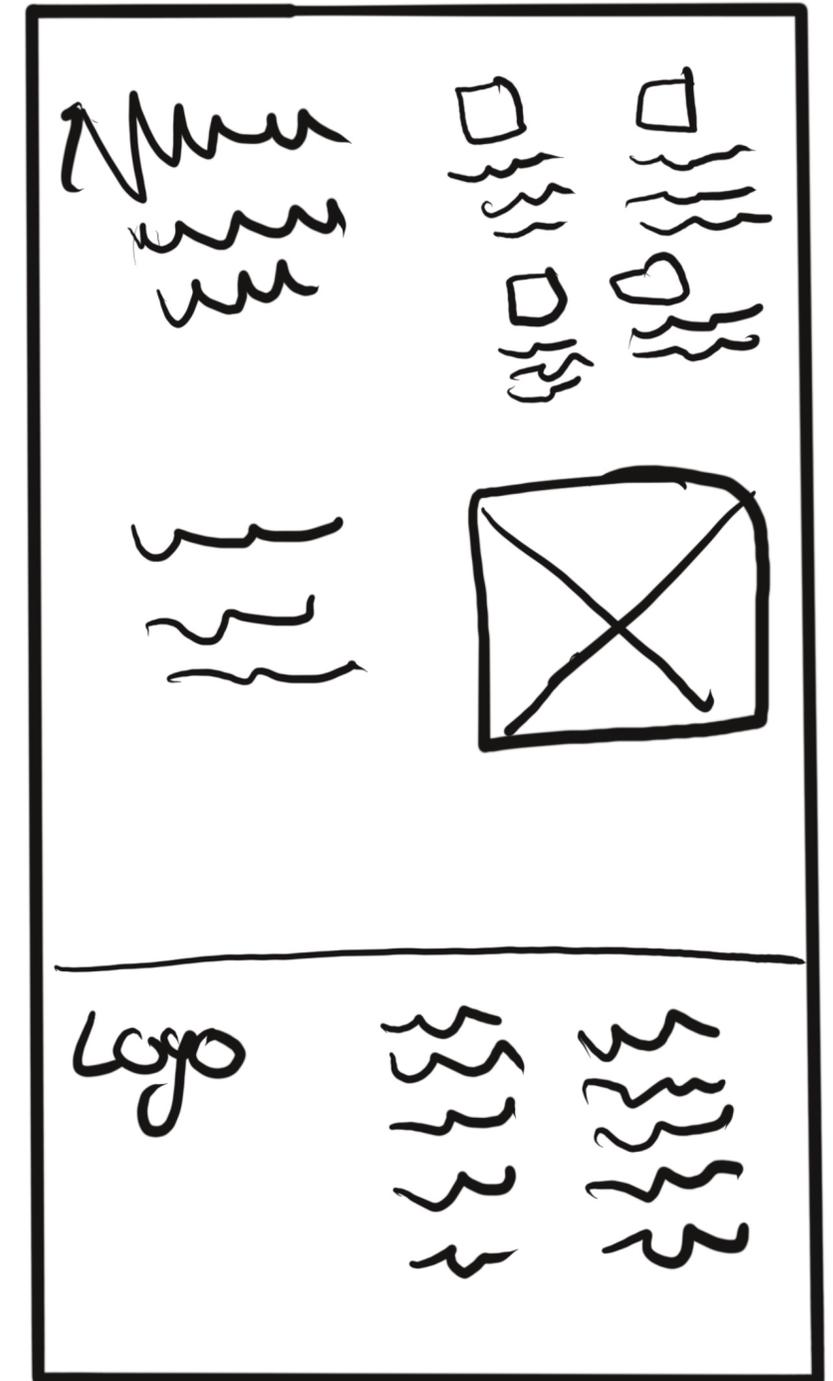


Sketch shows the homepage layout with hero banner, featured products, and testimonial section to establish first impressions.

Shop

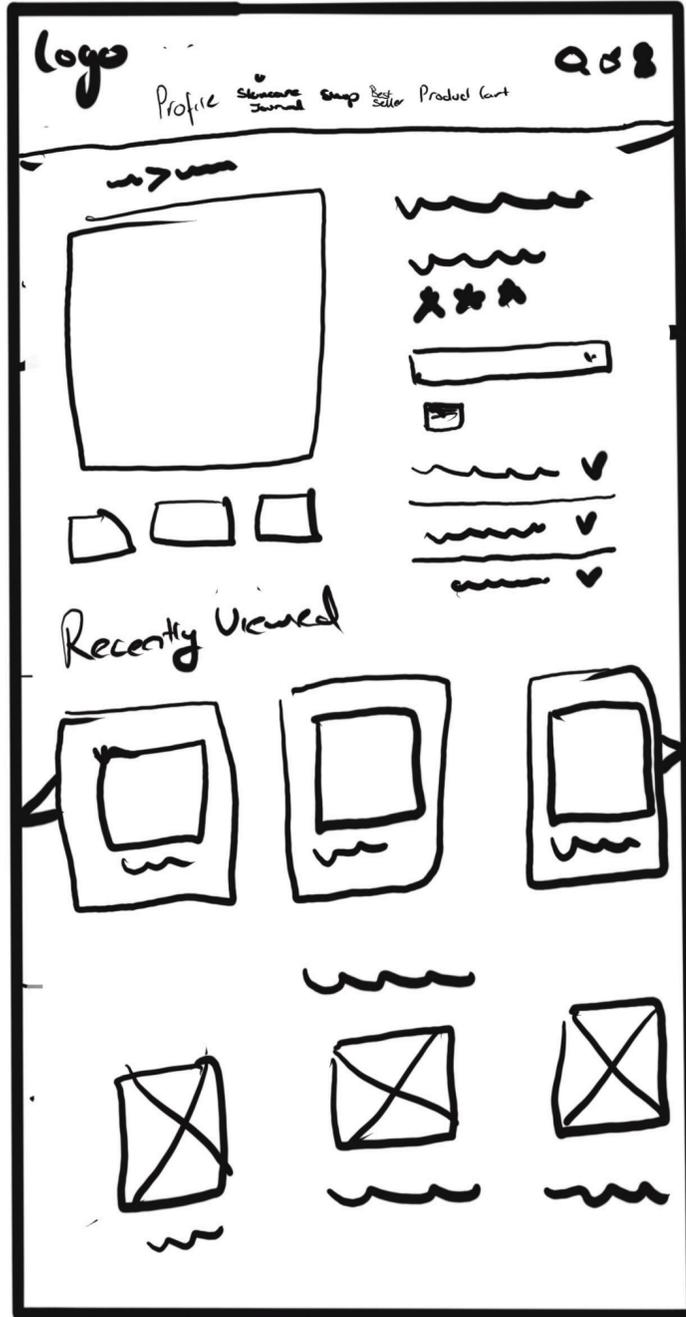


Displays a grid of products with "Add to Cart" buttons and a clear call-to-action for browsing more items.

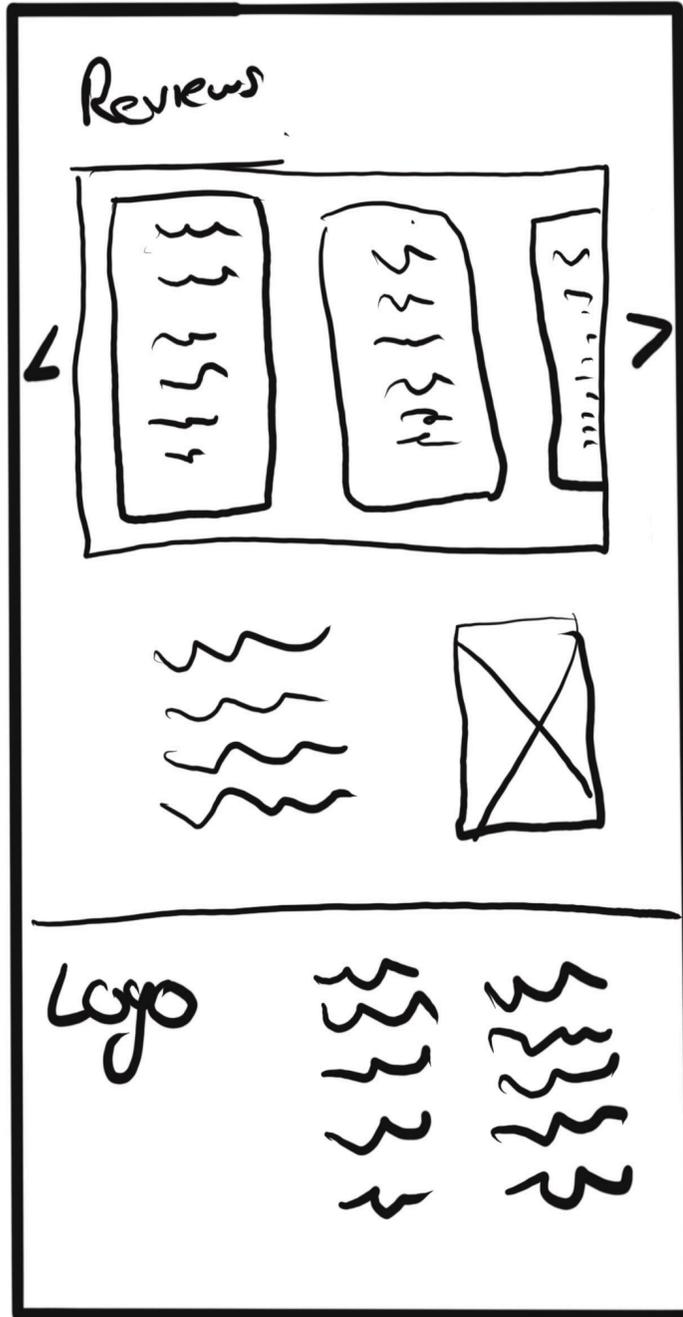


LOW FIDELITY PROTOTYPE DRAFT

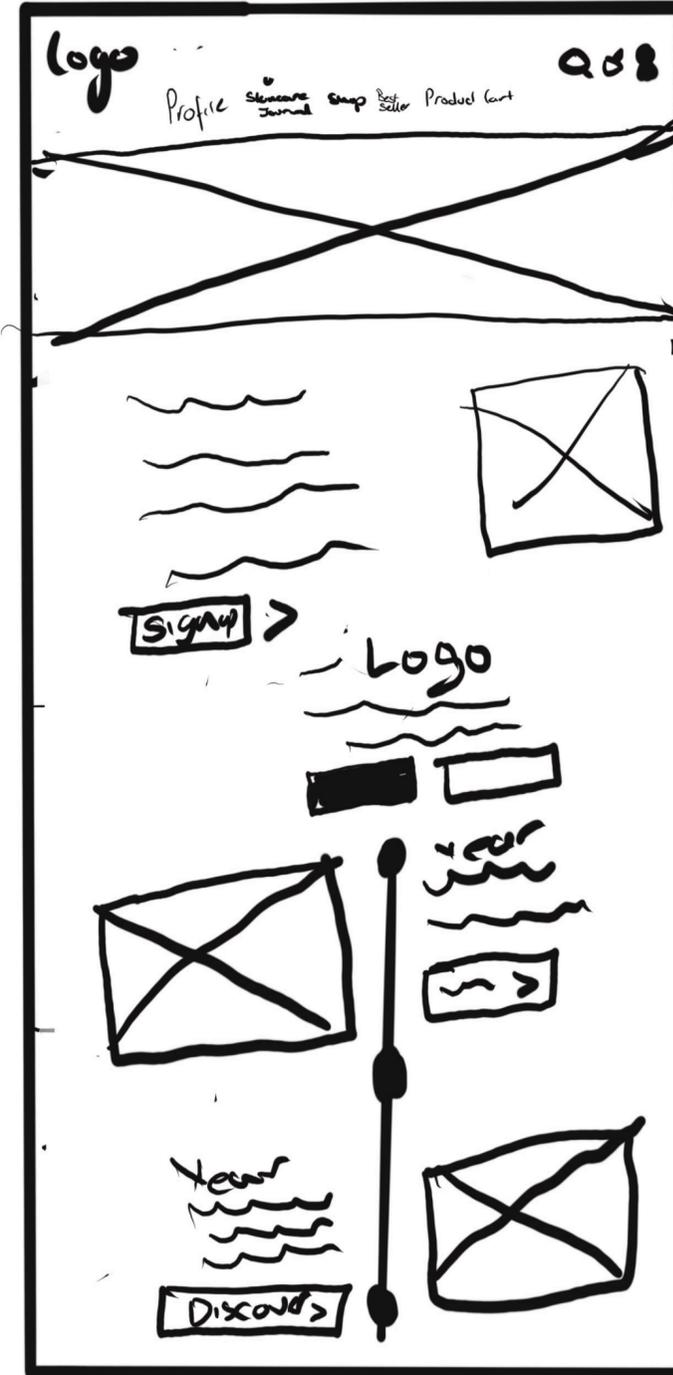
Product Page



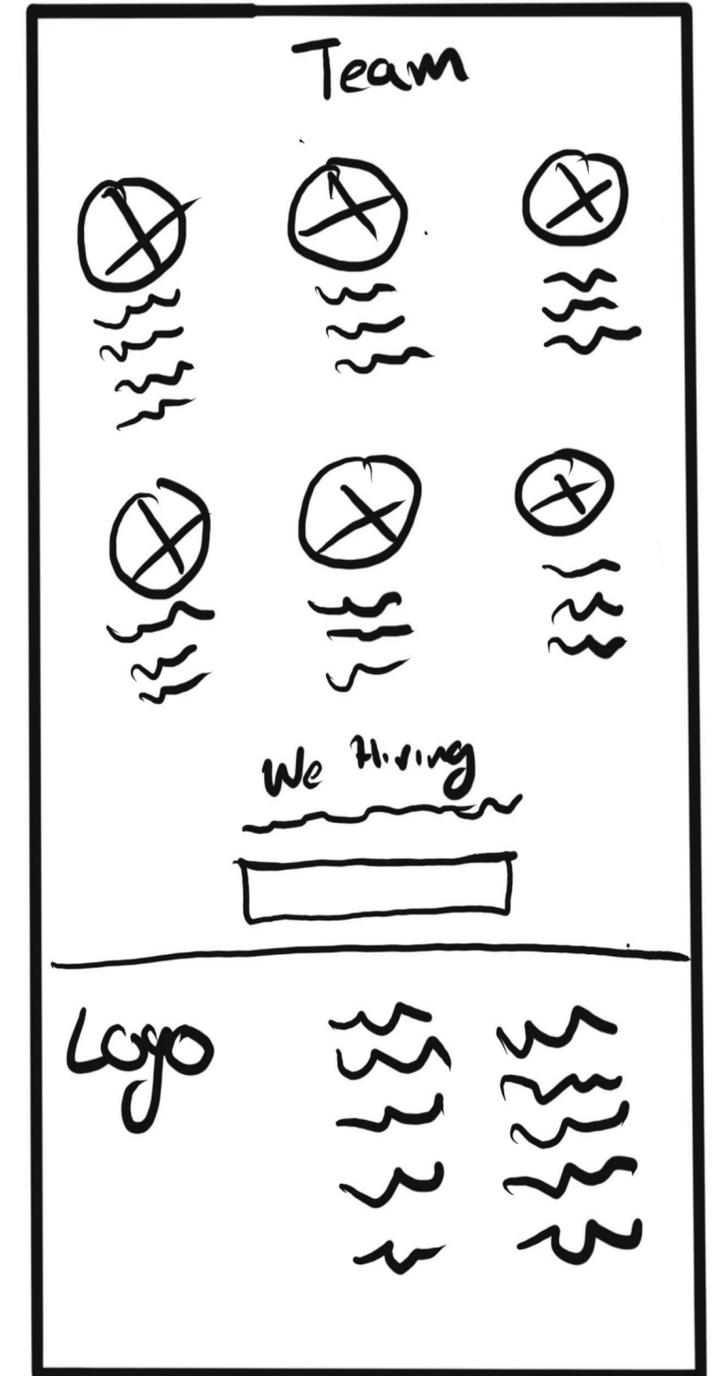
Outlines the product details, reviews, and recently viewed items to guide users toward confident purchase decisions.



About Us



Presents brand story, sustainability timeline, and team section to build trust and authenticity. Team Highlights team members, roles, and a hiring callout to reflect brand transparency and growth.

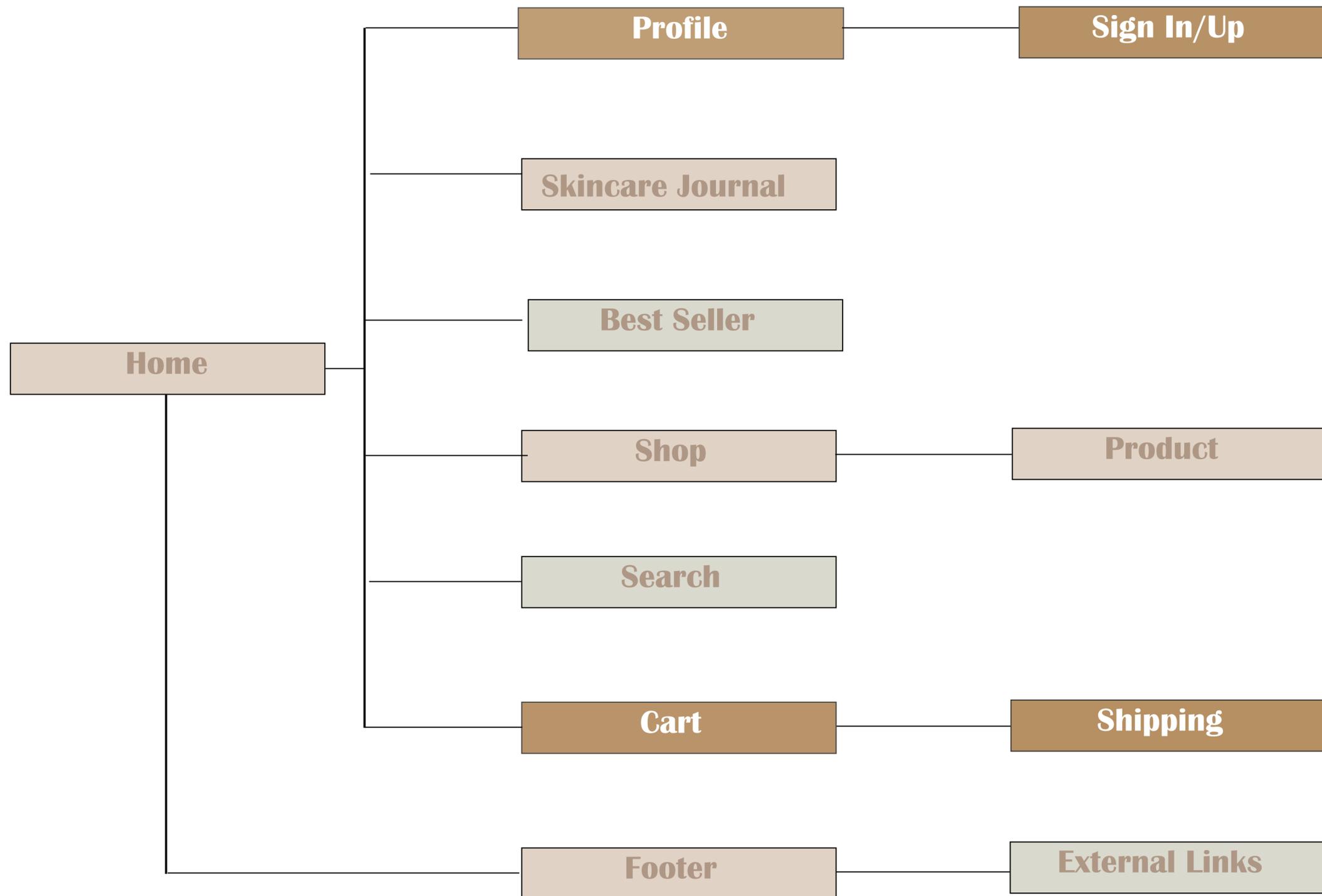




Revised Sitemap

Sitemap Navigation

Revised

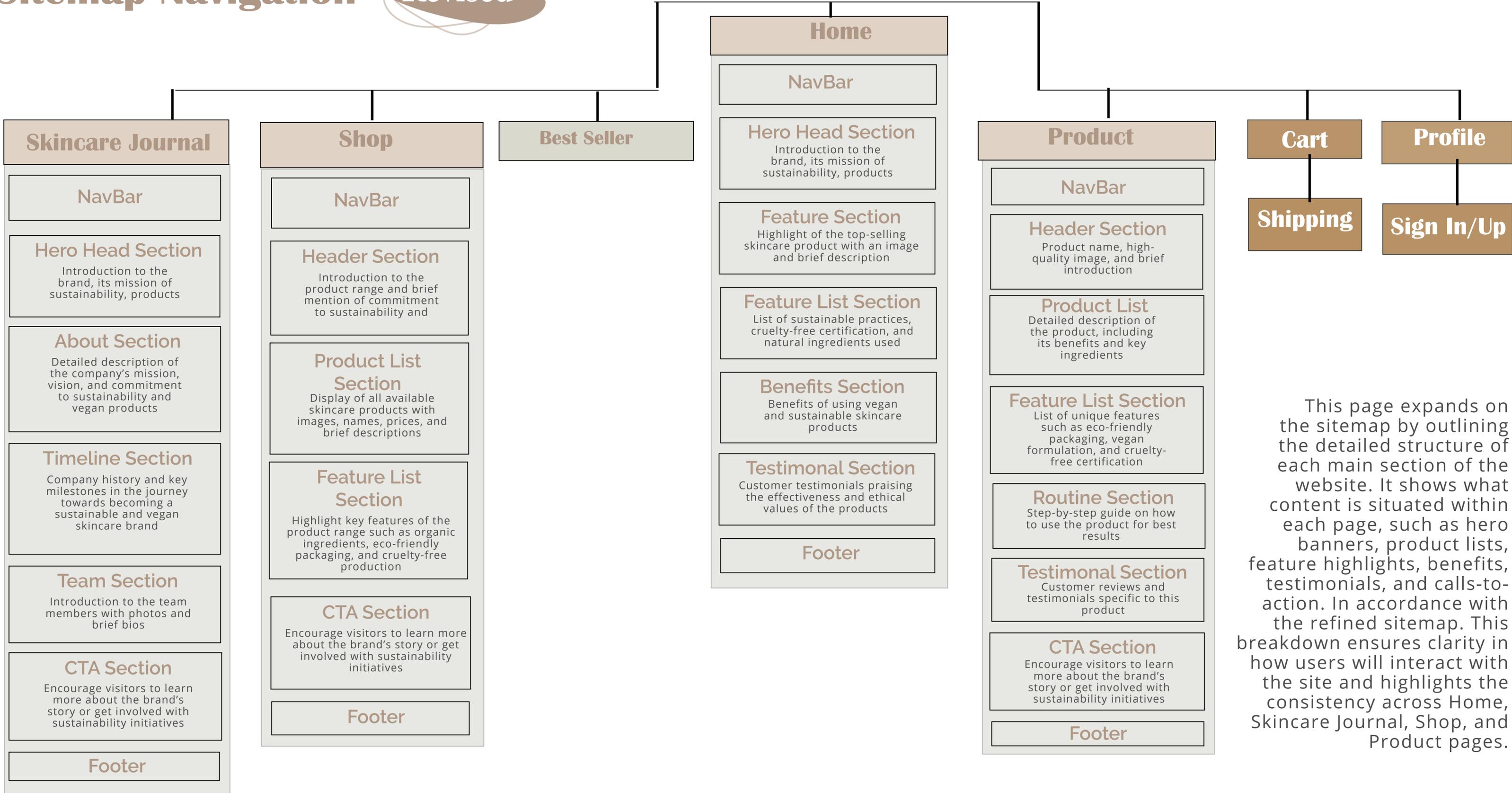


The revised sitemap represents a refined version of the website structure, based on feedback and wireframe evaluations. It provides a clear hierarchy of main pages and subpages, ensuring users can easily navigate through products, information, and support sections. The legend underneath illustrates how interactions will be available to users, showing the flow between core navigation, supporting content, and external links. This refinement ensures consistency, efficiency, and an intuitive browsing experience across the site.

-  **Interactions coming up**
-  **Developed**
-  **Undeveloped**

Sitemap Navigation

Revised



This page expands on the sitemap by outlining the detailed structure of each main section of the website. It shows what content is situated within each page, such as hero banners, product lists, feature highlights, benefits, testimonials, and calls-to-action. In accordance with the refined sitemap. This breakdown ensures clarity in how users will interact with the site and highlights the consistency across Home, Skincare Journal, Shop, and Product pages.

Wireframes

Low Fidelity Prototype

-HomePage

Hero Section

-Strong introductory banner with “Embrace Radiance” headline and clear Shop / Learn More buttons provides immediate direction.

-Aligns with visibility of system status and user control and freedom.

-Product Highlight

-Dedicated space showcasing a best-selling vegan skincare solution encourages focus on hero products.

-Buttons (“Discover” / “Learn”) guide exploration without overwhelming, supporting aesthetic and minimalist design.

-Sustainability Commitment

-Features sections on cruelty-free certification, natural ingredients, and sustainable practices, paired with simple visuals.

-Reinforces brand values while aiding recognition rather than recall.

-Testimonial Section

-Five-star rating and customer quote with attribution adds credibility and trust.

-Supports match between system and real world by using relatable, human feedback.

-Call to Action – Discover Skincare for You

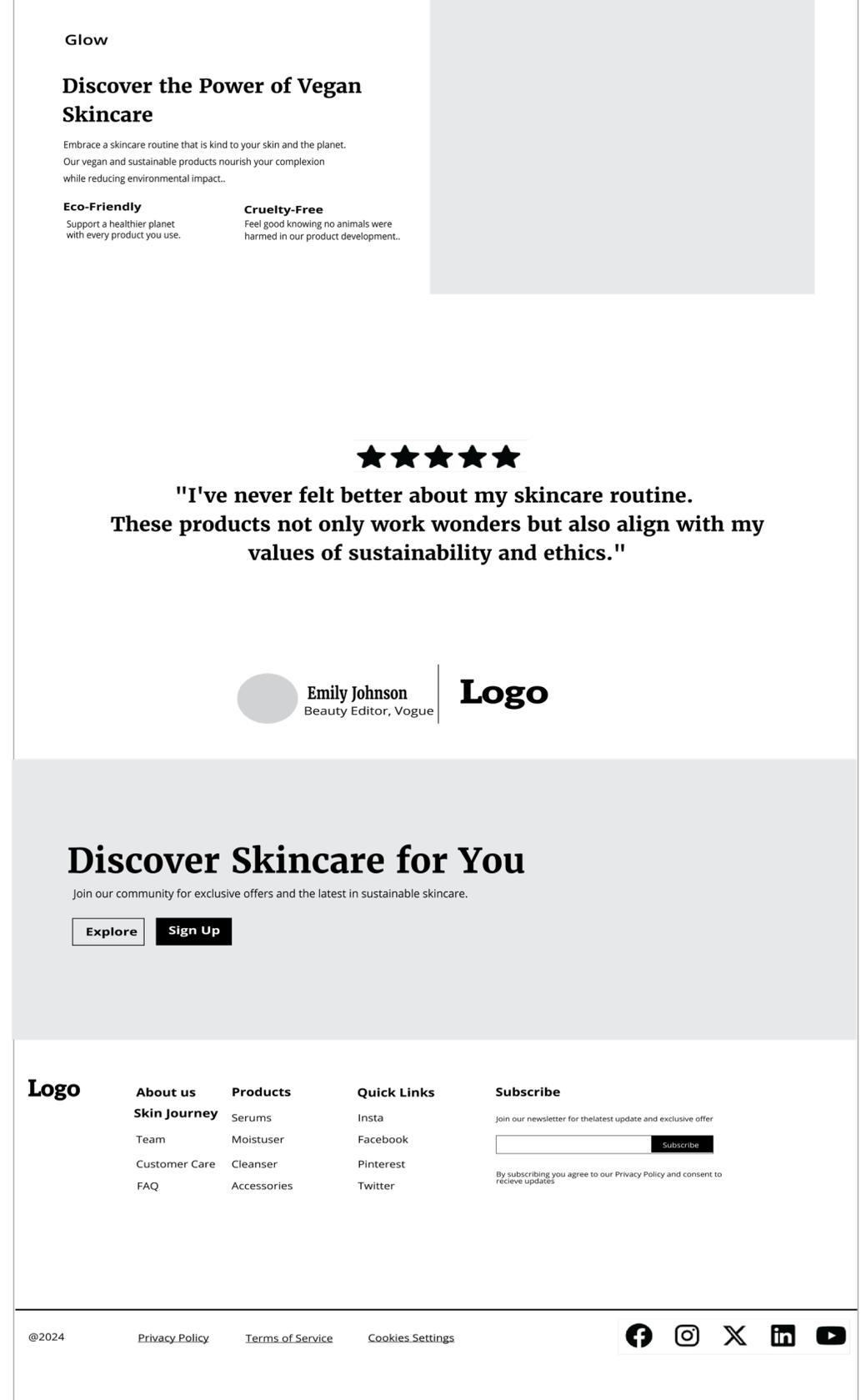
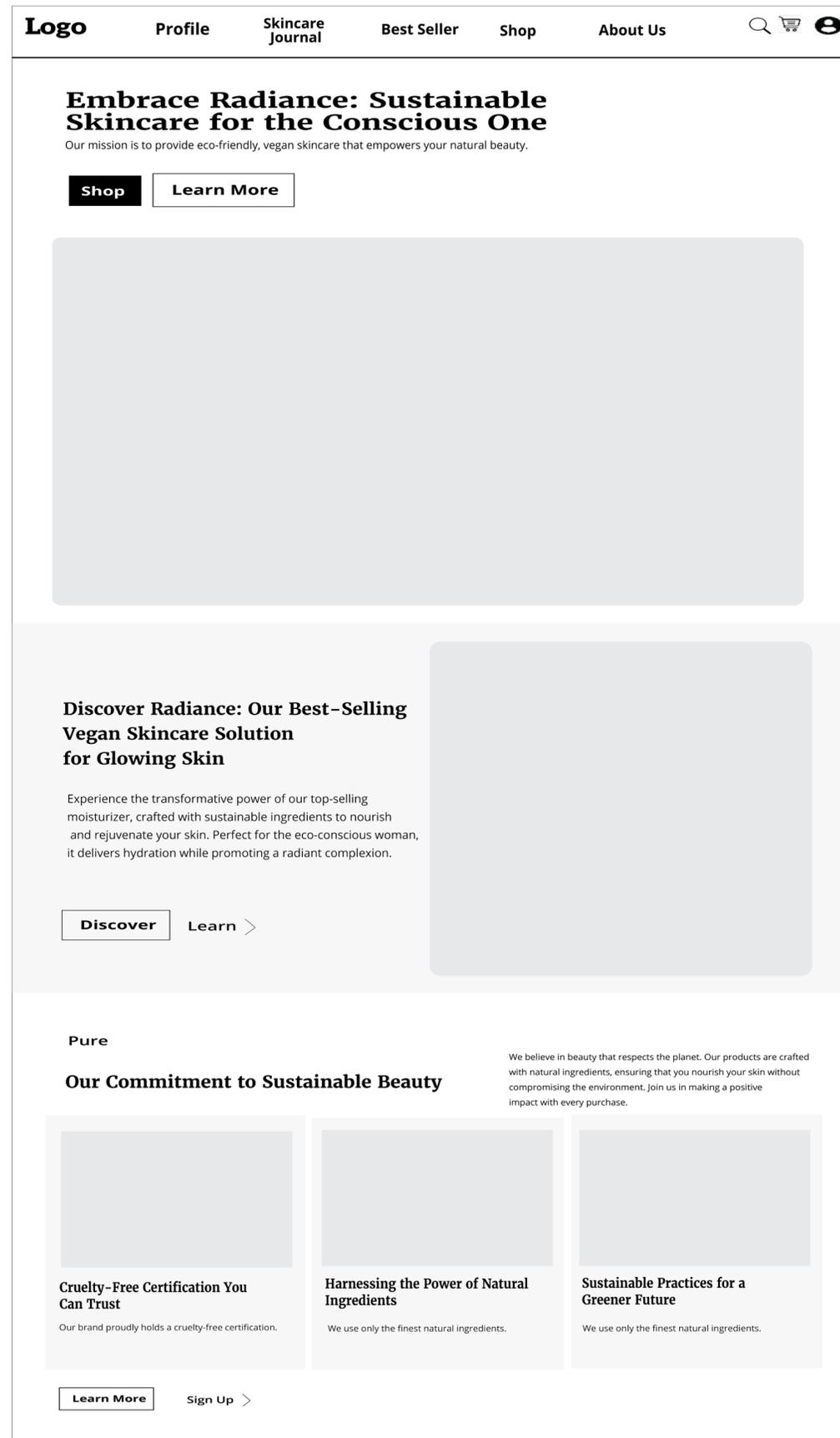
-Sign-up and explore options encourage deeper engagement and community building.

-Adds flexibility and efficiency of use by offering different user paths.

-Footer

-Standard links (About, Products, Quick Links, Subscribe, Policies) plus social icons ensure navigation consistency.

-Strengthens consistency and standards and ensures help and documentation are always accessible.



Low Fidelity Prototype

-Skincare Journey (About Us)

Sustainable Promise Timeline

-Chronological journey (2015–2023) clearly communicates brand milestones such as certification, product expansion, and community engagement.

-Vertical layout with call-to-action buttons (Shop, Join, Discover) supports recognition rather than recall and user control and freedom.

-Icons and year markers provide visual anchors, enhancing readability.

-Team Section

-Profiles for team members include names, roles, and contact/social icons, aligning with consistency and standards.

-Clean grid layout makes it easy to scan, supporting aesthetic and minimalist design.

-Hiring Section

-Prominent “We’re Hiring!” callout with an Open Positions button encourages interaction and community involvement.

-Reinforces transparency and match between system and real world by reflecting real-world opportunities.

-Sustainable Journey Callout

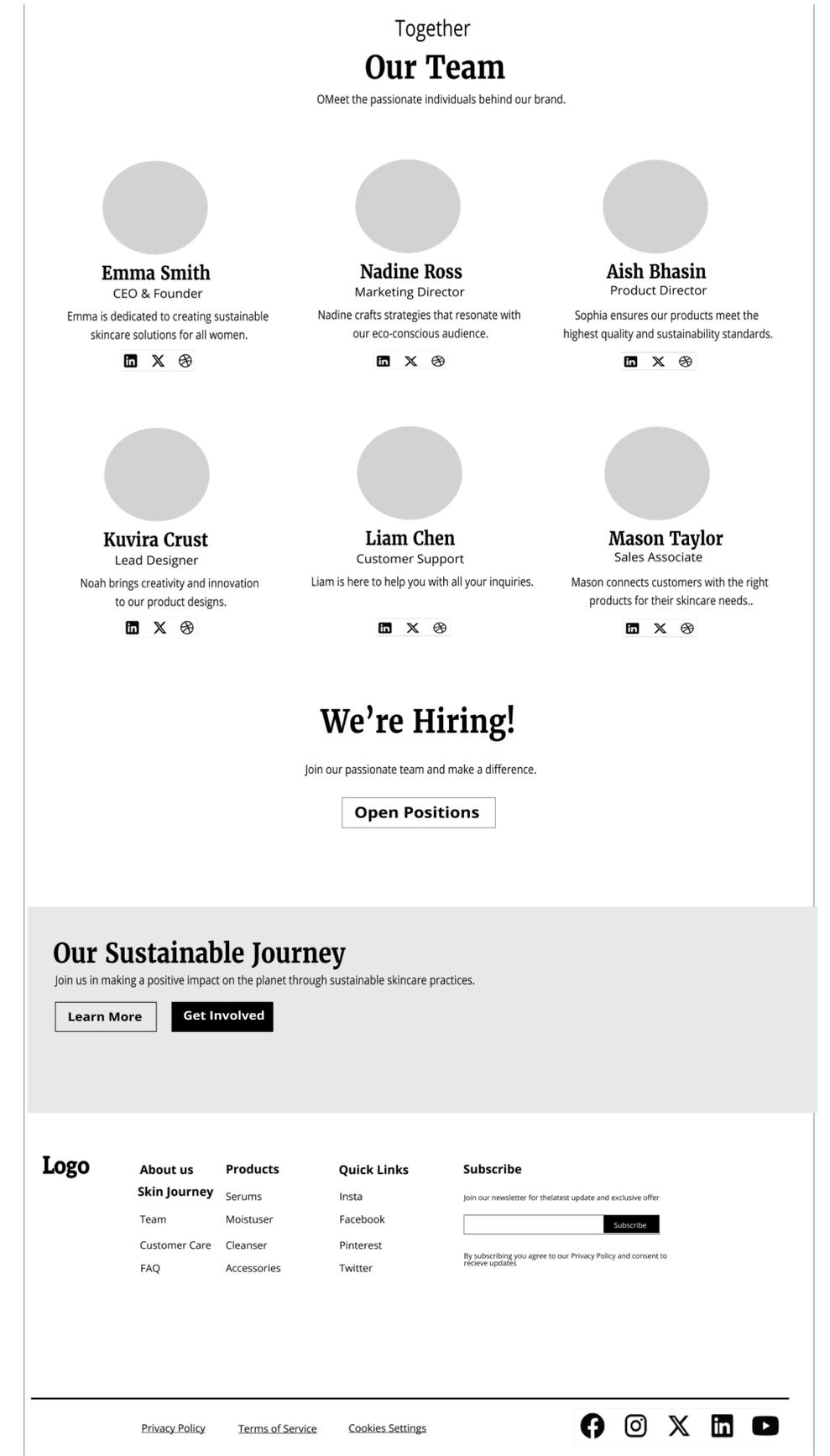
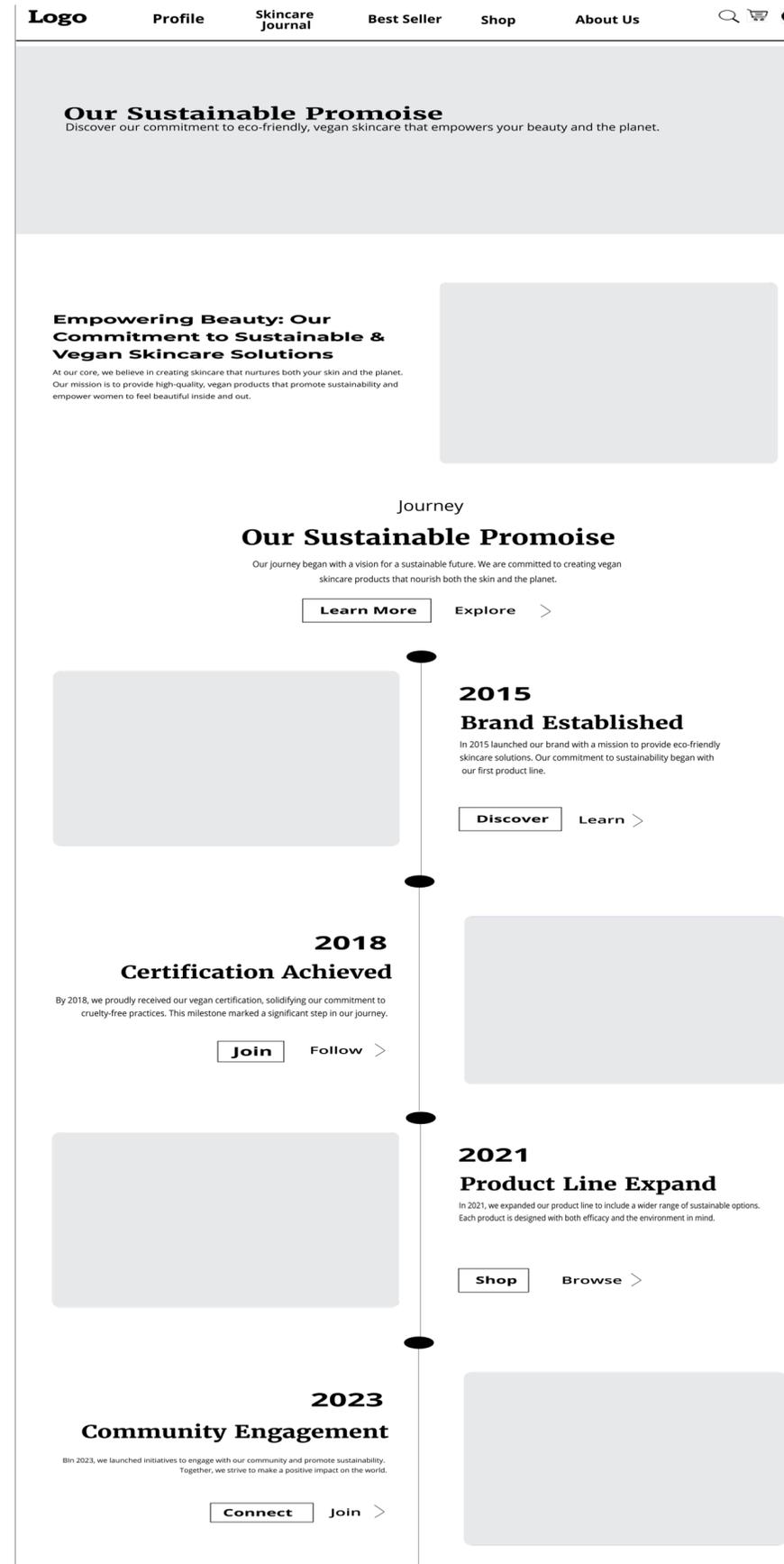
-Additional section invites users to “Learn More” or “Get Involved,” strengthening engagement.

-Adds flexibility for users seeking either information or action.

-Footer

-Provides consistent links to About Us, Products, Quick Links, Subscribe, and social media icons.

-Ensures help and documentation remain accessible across pages.



Low Fidelity Prototype

- Product Shop

Hero Section

-Large banner with “Discover our Range” headline and clear Shop / Learn More buttons gives users immediate options to act.

-Aligns with visibility of system status and user control and freedom by presenting obvious next steps.

-Products Grid

-Product cards (name, price, Add to Cart) are consistently formatted, supporting consistency and standards.

-The “View More” button allows users to browse further, aligning with flexibility and efficiency of use.

-Sustainability Section

-Highlights eco-friendly packaging, cruelty-free production, and organic ingredients with icons for easy recognition.

-Supports recognition rather than recall by pairing visuals with short, scannable text.

-Testimonial Section

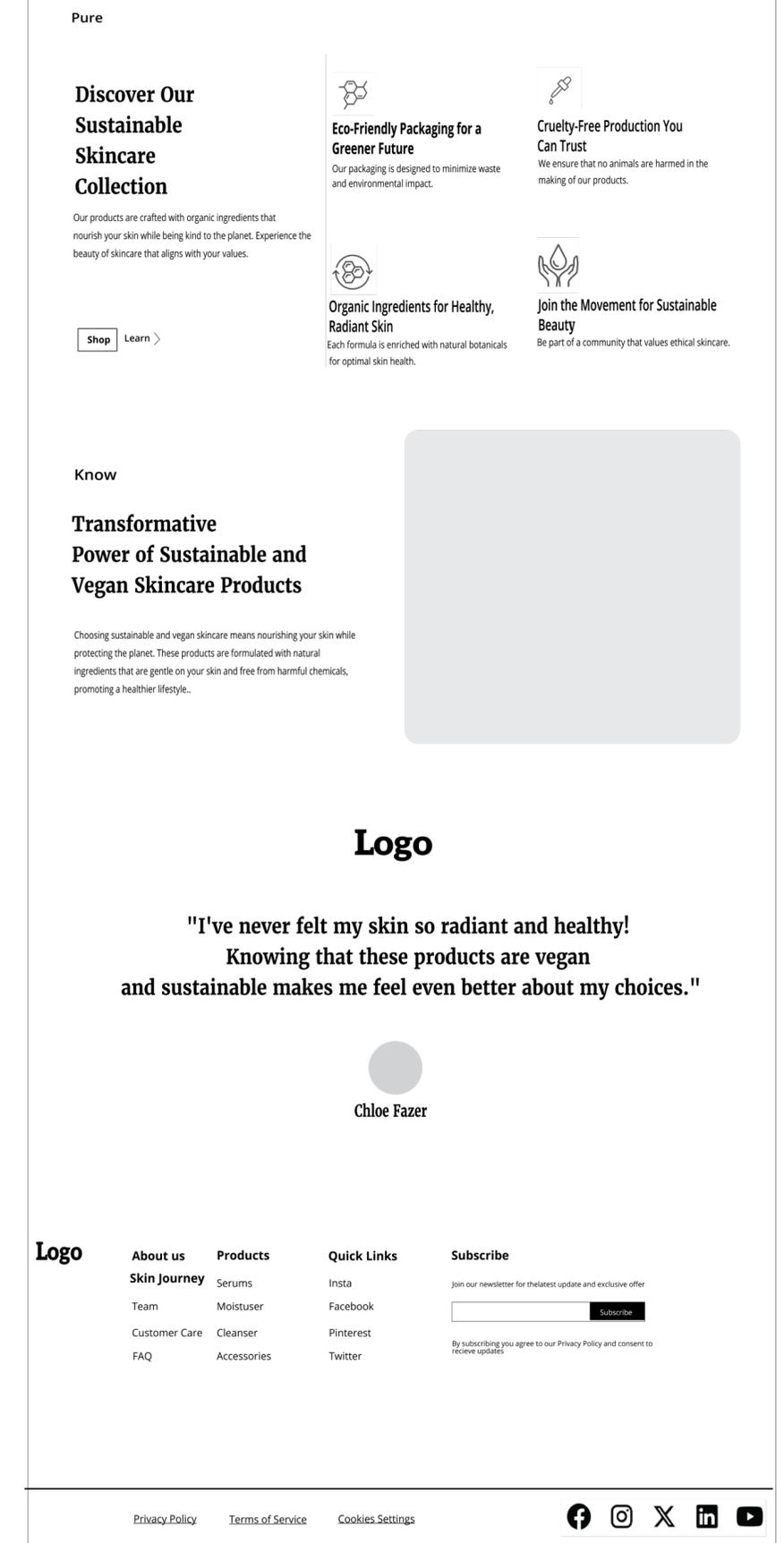
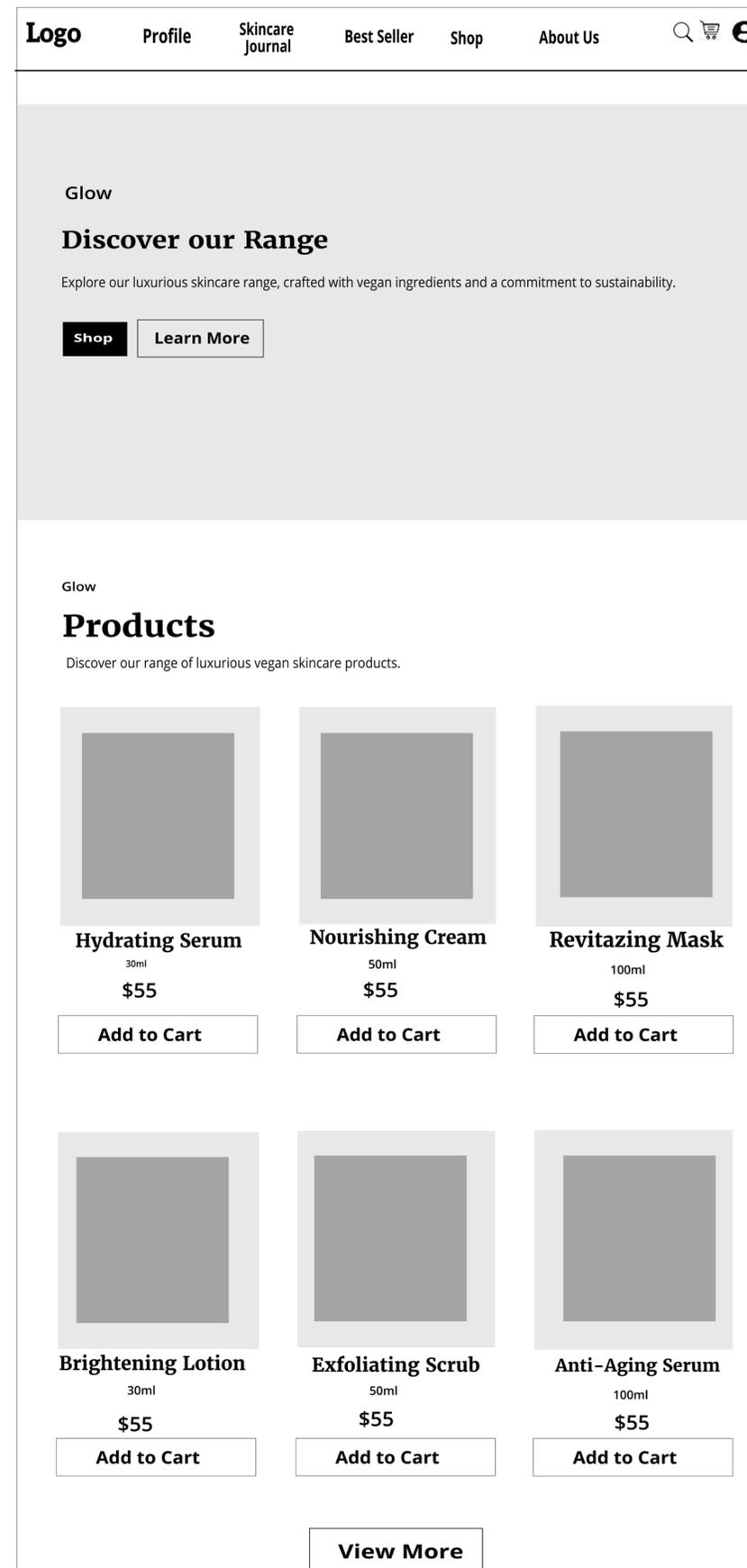
-Quote with customer name and image reinforces brand trust and authenticity.

-Strengthens credibility and aligns with match between system and real world, by showcasing relatable customer experiences.

-Footer

-Provides About, Products, Quick Links, Subscribe form, and social icons in a consistent layout.

-Ensures help and documentation are always accessible and reinforces site reliability.



Low Fidelity Prototype

-Product Page

Product Page – Hydrating Serum

-Product Information: Clear hierarchy with product name, price, star rating, and reviews at the top supports visibility of system status.

-Purchase Options: Dropdowns for variant/size and quantity selectors with strong “Add to Cart” and “Buy Now” buttons reinforce user control and freedom.

-Expandable Sections: Details, Shipping, and Returns are included in collapsible panels to minimise clutter, aligning with aesthetic and minimalist design and error prevention.

-Recently Viewed Section

-Displays previously browsed products with consistent card layout (image, price, add to cart).

-Helps users recognise items without recall, aligning with recognition rather than recall.

-Unique Product Features Section

-Icons paired with short statements (e.g., mindful beauty, minimal routines, cruelty-free) enhance readability and recognition.

-Provides additional value without overwhelming the user.

-Testimonials Section

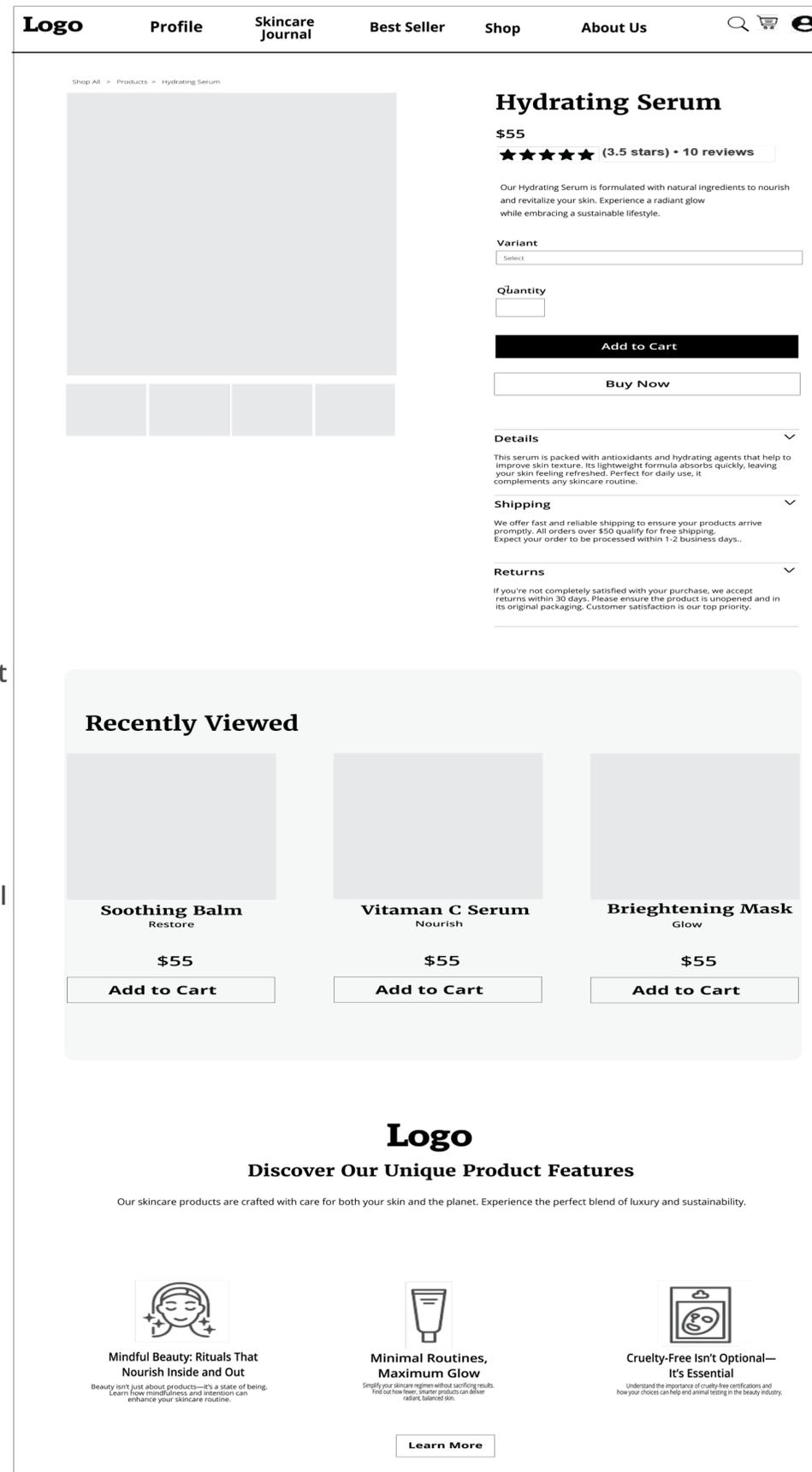
-Customer stories shown with names, affiliations, and quotes strengthen trust and credibility.

-Carousel/grid layout ensures multiple voices are visible, improving flexibility and efficiency of use.

-Footer

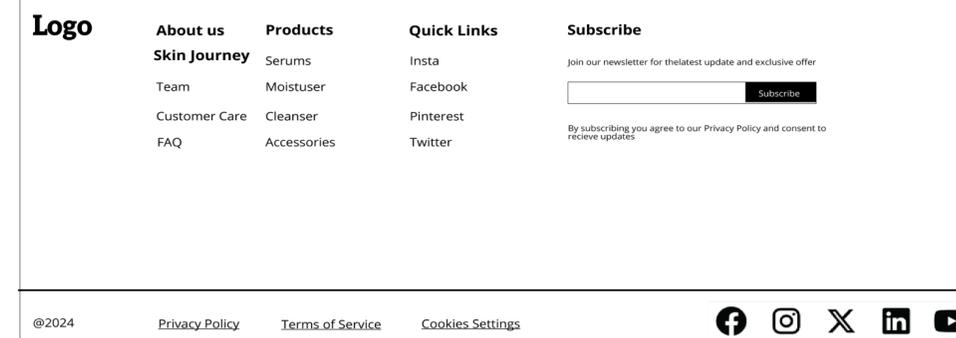
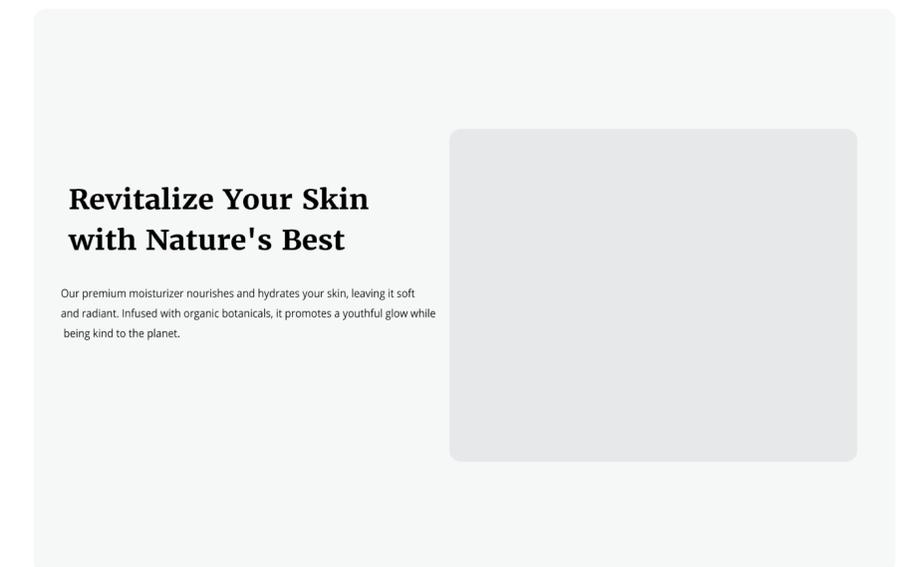
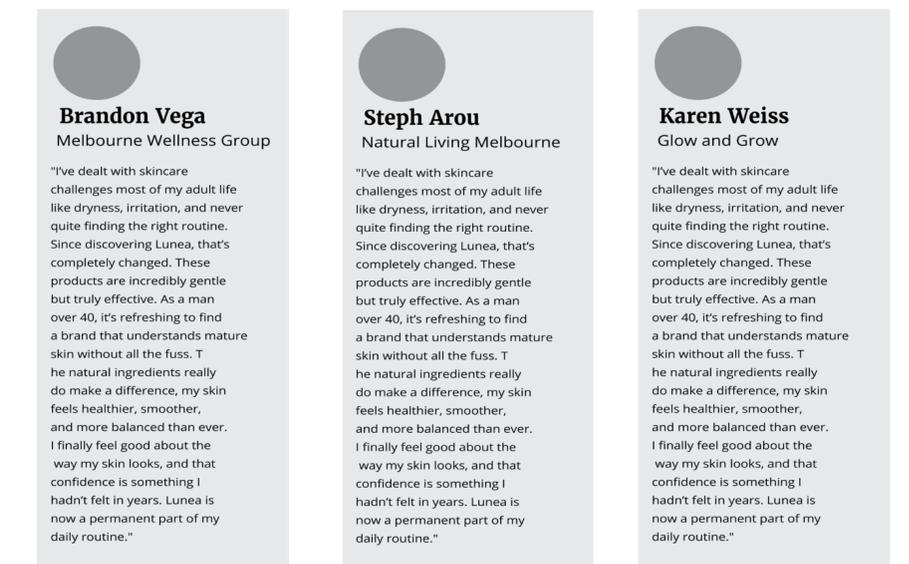
-Includes About Us, Products, Quick Links, and Subscribe fields, plus social media icons.

-Maintains consistency across the site and supports help and documentation.



What are people saying?

Real Stories of Radiant Skin and Confidence



Low Fidelity

Prototype- Phone

Homepage

This wireframe highlights the brand's sustainable values alongside clear product and trust elements. Hero sections with "Shop" and "Learn More" buttons guide users quickly into action, while supporting content on sustainability and cruelty-free certification builds credibility. Customer testimonials and star ratings strengthen trust, and the footer provides consistent navigation and access to support links. The design balances storytelling with usability, ensuring users remain engaged while easily navigating towards purchase decisions.

☰ **Logo** 🔍 🛒 🌱

Embrace Radiance: Sustainable Skincare for the Conscious One

Our mission is to provide eco-friendly, vegan skincare that empowers your natural beauty.

Shop **Learn More**

Discover Radiance: Our Best-Selling Vegan Skincare Solution for Glowing Skin

Experience the transformative power of our top-selling moisturizer, crafted with sustainable ingredients to nourish and rejuvenate your skin. Perfect for the eco-conscious woman, it delivers hydration while promoting a radiant complexion.

Discover **Learn** >

Cruelty-Free Certification You Can Trust

Our brand proudly holds a cruelty-free certification.

Learn More **Sign Up** >

★★★★★

"I've never felt better about my skincare routine. These products not only work wonders but also align with my values of sustainability and ethics."

Emily Johnson
Beauty Editor, Vogue

Discover Skincare for You

Join our community for exclusive offers and the latest in sustainable skincare.

Explore **Sign Up**

Logo

About us

Skin Journey

Team

Customer Care

FAQ

Products

Serums

Moistuser

Cleanser

Accessories

Quick Links

Insta

Facebook

Pinterest

Twitter

Subscribe

Join our newsletter for the latest update and exclusive offer

By subscribing you agree to our Privacy Policy and consent to receive updates

[f](#) [@](#) [X](#) [in](#) [▶](#)

@2024

[Privacy Policy](#)

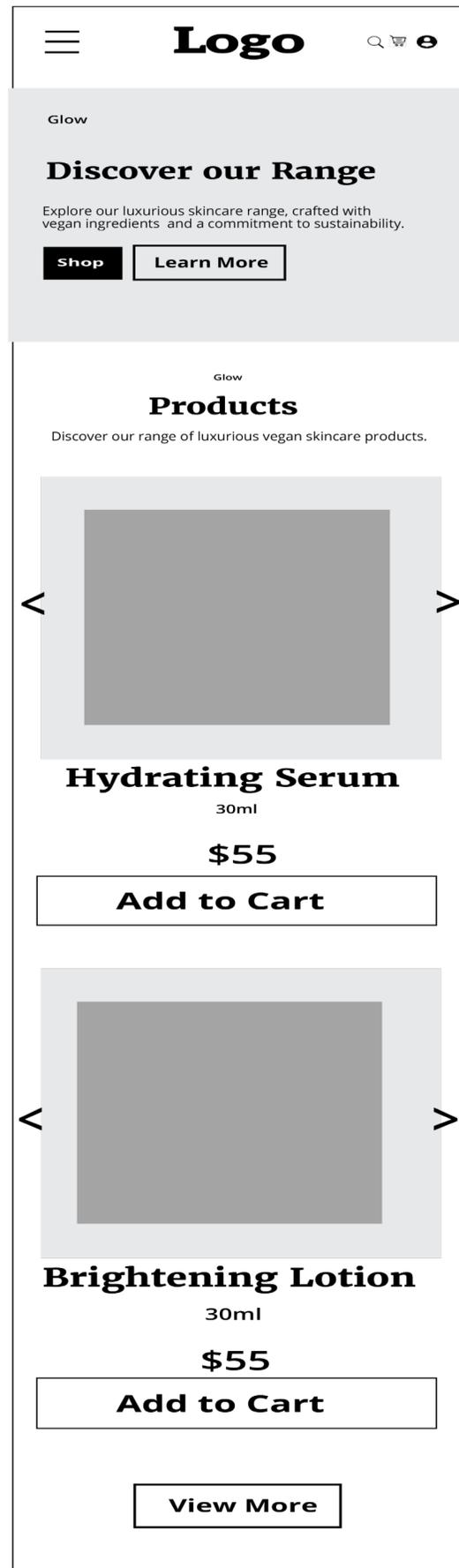
[Terms of Service](#)

[Cookies Settings](#)

Low Fidelity Prototype- Phone PDP (SHOP)

This wireframe presents a clean and engaging product showcase, balancing sustainability messaging with clear shopping actions. The product cards, pricing, and “Add to Cart” buttons maintain usability, while supporting content such as eco-friendly packaging, cruelty-free production, and testimonials build trust and brand identity. The footer ensures consistency and access to key links, aligning the design with minimalist principles and enhancing the overall mobile shopping experience.

Placement of social media and legal links ensures help and documentation remain consistent across devices.



Pure

Discover Our Sustainable Skincare Collection

Our products are crafted with organic ingredients that nourish your skin while being kind to the planet. Experience the beauty of skincare that aligns with your values.



Eco-Friendly Packaging for a Greener Future

Our packaging is designed to minimize waste and environmental impact.



Cruelty-Free Production You Can Trust

We ensure that no animals are harmed in the making of our products.



Organic Ingredients for Healthy, Radiant Skin

Each formula is enriched with natural botanicals for optimal skin health.



Join the Movement for Sustainable Beauty

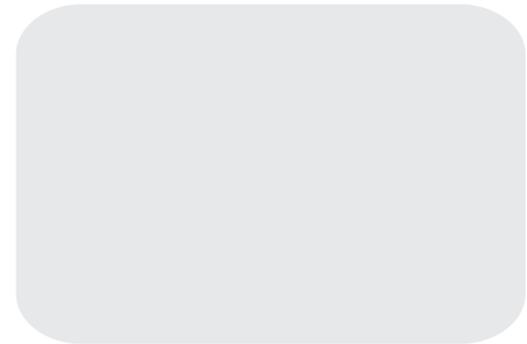
Be part of a community that values ethical skincare.

[Shop](#) [Learn >](#)

Know

Transformative Power of Sustainable and Vegan Skincare Products

Choosing sustainable and vegan skincare means nourishing your skin while protecting the planet. These products are formulated with natural ingredients that are gentle on your skin and free from harmful chemicals, promoting a healthier lifestyle..



Logo

"I've never felt my skin so radiant and healthy! Knowing that these products are vegan and sustainable makes me feel even better about my choices."



Chloe Fazer

Logo

About us

Skin Journey

Team

Customer Care

FAQ

Products

Serums

Moistuser

Cleanser

Accessories

Quick Links

Insta

Facebook

Low Fidelity Prototype- Phone Product Page

Overall, the mobile wireframe maintains a clear and consistent layout, balancing product information, customer trust elements, and navigation. It supports usability through simple interactions, recognisable icons, and minimalist design while ensuring the shopping experience remains intuitive and engaging on smaller screens.

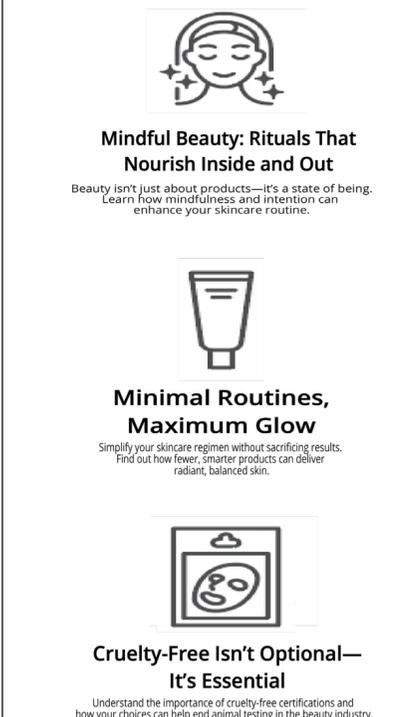
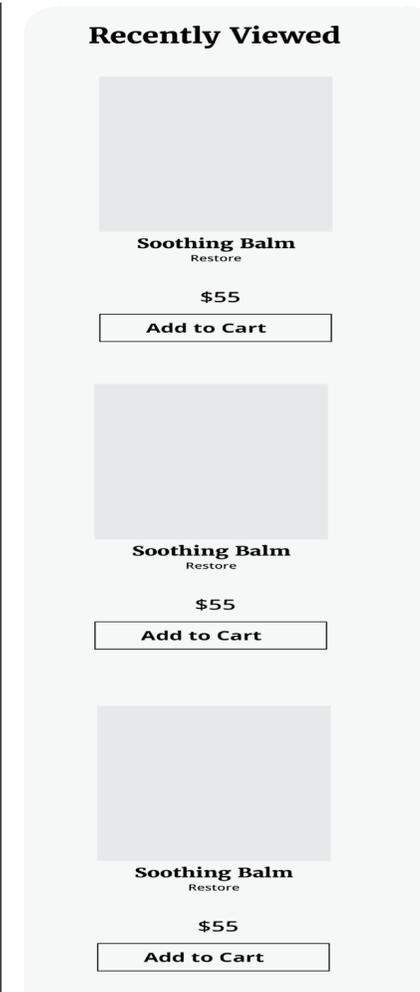
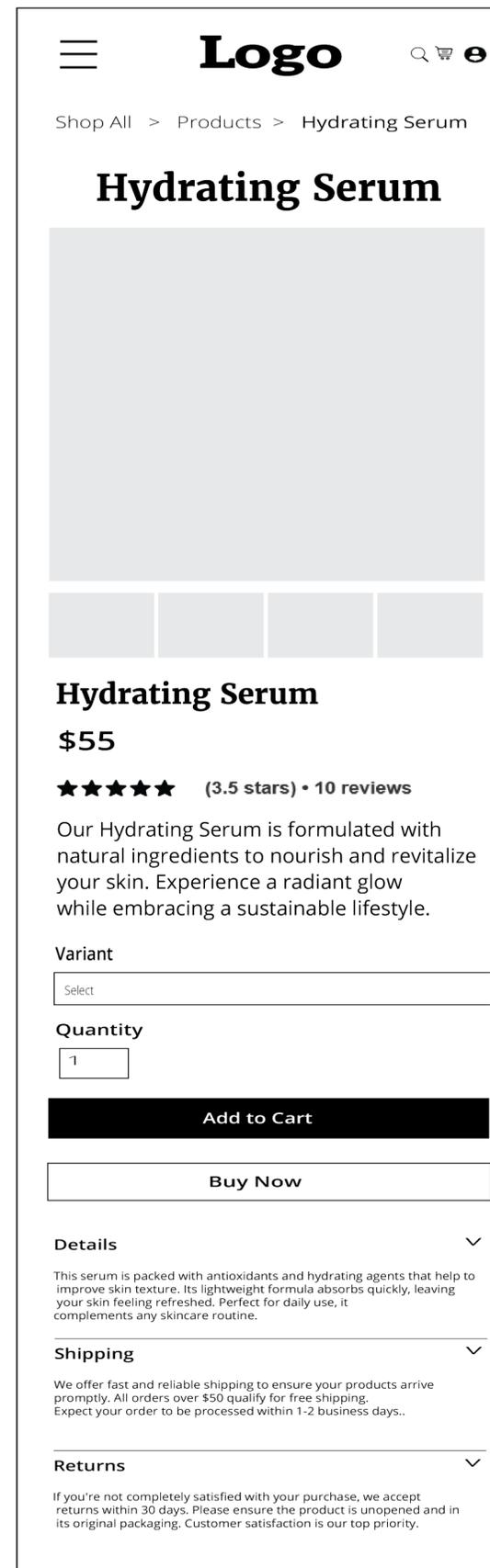
Content Highlights

Short sections (“Mindful Beauty,” “Minimal Routines,” “Cruelty-Free”) break up text into digestible chunks, aligning with aesthetic and minimalist design.

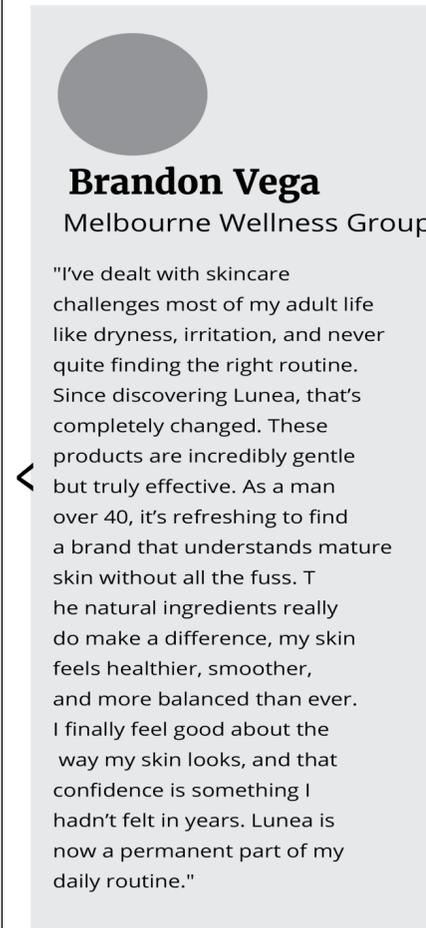
Icons reinforce recognition and reduce reliance on recall.

Footer (Mobile)

Includes About, Products, Quick Links, and Subscribe section.

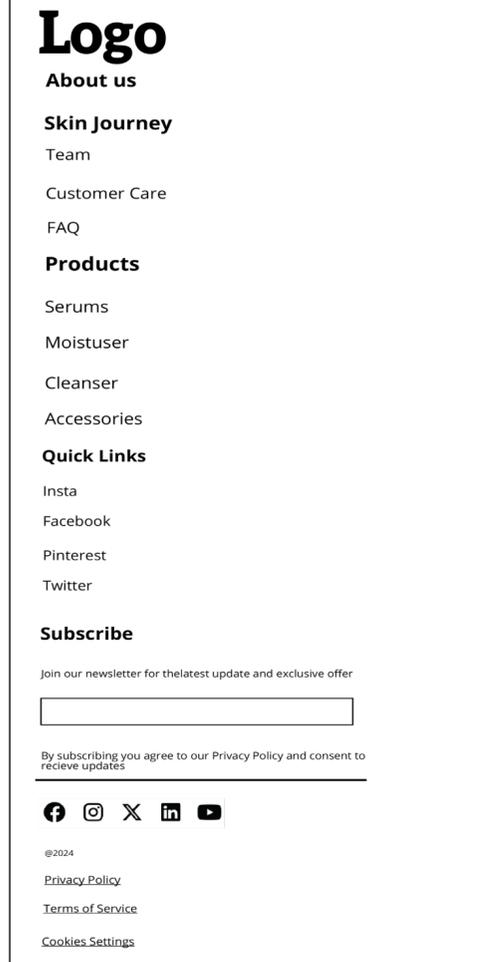
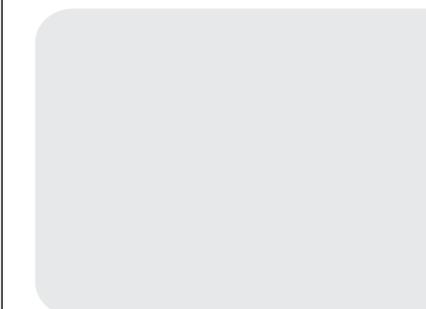


What are people saying? Real Stories of Radiant Skin and Confidence



Revitalize Your Skin with Nature's Best

Our premium moisturizer nourishes and hydrates your skin, leaving it soft and radiant. Infused with organic botanicals, it promotes a youthful glow while being kind to the planet.



Low Fidelity Prototype- Phone Skincare Journey (About Us)

Sustainable Promise Timeline

The timeline (2015–2021 milestones) is simplified into a vertical scroll, making it easy for users to follow brand history on smaller screens. This supports recognition rather than recall by visually guiding the journey step-by-step.

Our Team Section

Team member profiles are stacked, with clear names, roles, and contact/social icons. This layout enhances readability and aligns with consistency and standards, ensuring users can quickly understand roles without clutter.

Footer

Footer links (About Us, Products, Quick Links, Subscribe) are reformatted into a clean vertical list. Social icons and policies remain visible, reflecting help and documentation while maintaining a familiar e-commerce structure.

Logo [Join](#)

Our Sustainable Promise

Discover our commitment to eco-friendly, vegan skincare that empowers your beauty and the planet.

Empowering Beauty: Our Commitment to Sustainable & Vegan Skincare Solutions

At our core, we believe in creating skincare that nurtures both your skin and the planet. Our mission is to provide high-quality, vegan products that promote sustainability and empower women to feel beautiful inside and out.

Our Sustainable Promise

Our journey began with a vision for a sustainable future. We are committed to creating vegan skincare products that nourish both the skin and the planet.

[Learn More](#) Explore

2015 Brand Established

In 2015 launched our brand with a mission to provide eco-friendly skincare solutions. Our commitment to sustainability began with our first product line.

[Discover](#) Learn >

2018 Certification Achieved

By 2018, we proudly received our vegan certification, solidifying our commitment to cruelty-free practices. This milestone marked a significant step in our journey.

[Join](#) Follow >

2021 Product Line Expand

In 2021, we expanded our product line to include a wider range of sustainable options. Each product is designed with both efficacy and the environment in mind.

[Shop](#) Browse >

Together
Our Team
Meet the passionate individuals behind our brand.

Emma Smith
CEO & Founder
Emma is dedicated to creating sustainable skincare solutions for all women.
[in](#) [X](#) [en](#)

Nadine Ross
Marketing Director
Nadine crafts strategies that resonate with our eco-conscious audience.
[in](#) [X](#) [en](#)

Aish Bhasin
Product Director
Sophia ensures our products meet the highest quality and sustainability standards.
[in](#) [X](#) [en](#)

Kuvira Ram
Lead Designer
Kuvira brings creativity and innovation to our product designs.
[in](#) [X](#) [en](#)

Liam Chen
Customer Support
Liam is here to help you with all your inquiries.
[in](#) [X](#) [en](#)

Mason Taylor
Sales Associate
Mason connects customers with the right products for their skincare needs..
[in](#) [X](#) [en](#)

Logo

- About us
- Skin Journey
- Team
- Customer Care
- FAQ
- Products
- Serums
- Moistuser
- Cleanser
- Accessories
- Quick Links
- Insta
- Facebook
- Pinterest
- Twitter
- Subscribe

Join our newsletter for the latest update and exclusive offer

By subscribing you agree to our Privacy Policy and consent to receive updates

[f](#) [@](#) [X](#) [in](#) [v](#)

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[Privacy Policy](#)

[Terms of Service](#)

[Cookies Settings](#)

Low Fidelity Prototype

Sticky Heading

Logo

Profile

Skincare Journal

Best Seller

Shop

About Us



The sticky heading provides constant visibility of key navigation items (Profile, Skincare Journal, Best Seller, Shop, About Us, and icons for search, cart, and account). This ensures that users can easily access essential functions without scrolling back to the top. It aligns with Nielsen’s visibility of system status and flexibility and efficiency of use by keeping navigation present at all times. After peer review, the WCAG contrast of the header was improved, ensuring higher visibility and accessibility of the logo and menu items.

Footer

Logo

About us

Products

Quick Links

Subscribe

Skin Journey

Serums

Insta

Join our newsletter for the latest update and exclusive offer

Team

Moistuser

Facebook

Customer Care

Cleanser

Pinterest

By subscribing you agree to our Privacy Policy and consent to receive updates

FAQ

Accessories

Twitter

@2024

[Privacy Policy](#)

[Terms of Service](#)

[Cookies Settings](#)



The footer contains clear sections for About Us, Products, Quick Links, and Subscribe, along with social media icons and legal links (Privacy Policy, Terms of Service, Cookie Settings). This structure provides consistency and standards by reflecting familiar e-commerce layouts and ensures help and documentation are always available. The newsletter subscription field enhances user interaction, while the consistent placement of links and copyright reinforces reliability and trust.

Logo

About us

Skin Journey

Team

Customer Care

FAQ

Products

Serums

Moistuser

Cleanser

Accessories

Quick Links

Insta

Facebook

Pinterest

Twitter

Subscribe

Join our newsletter for the latest update and exclusive offer

By subscribing you agree to our Privacy Policy and consent to receive updates



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[Privacy Policy](#)

[Terms of Service](#)

[Cookies Settings](#)



Heuristic Evaluation

Heuristics Used & Method

The heuristics for this evaluation are based on Jakob Nielsen's usability principles (Nielsen, 2020). They provide a framework for assessing whether the Axure-based prototype supports user needs and conforms to established design standards for e-commerce skincare websites.

A heuristic evaluation was conducted by peers and supported by a focus group. The focus group performed cognitive walkthroughs, carrying out common tasks such as signing up, browsing skincare categories, filtering products, and completing checkout. These interactions were tested directly in the Axure prototype, where dynamic panels, on click interactions, and page transitions simulate the real shopping experience.

The heuristics applied include:

Visibility of System Status

Axure dynamic panels provide feedback (cart updates, "item added" overlays, progress bars during checkout).

Hover states and button highlights reassure users that their actions are being registered.

Match Between the System and the Real World

Skincare terminology ("hydrating cleanser" "vegan" "for sensitive skin") is used consistently.

Icons and images (product packaging mock ups) align with familiar retail experiences.

User Control and Freedom

Allow users to easily undo or cancel actions, such as removing products from the cart or exiting sign up flows, without frustration.

Consistency and Standards

Maintain consistent design patterns across product pages, filters, and checkout, following established ecommerce conventions that users already recognise.

Error Prevention

Prevent mistakes by including helpful defaults, clear ingredient information, and size/quantity selectors that avoid confusion. Support undo/back functions to reduce user errors.

Recognition Rather Than Recall

Make product information easy to recognise

with clear imagery, ingredient highlights, and visible price details, rather than requiring users to remember data from previous pages.

Flexibility and Efficiency of Use

Offer product filtering by skin type, concern, and ingredients to help users customise their experience. Provide shortcuts such as "Add to Wishlist" or "Quick Buy" for efficiency.

Aesthetic and Minimalist Design

Maintain a clean, calming, and modern design that highlights the skincare products and avoids clutter. Use hierarchy so the most relevant information (product name, price, benefits) stands out.

Help Users Recognise, Diagnose, and Recover from Errors

Provide clear and human friendly error messages, such as when a required field is missing in signup or a payment fails, using red text and simple explanations.

Help and Documentation

Include accessible FAQs and skincare guides to support users who may need additional information before purchasing.

Heuristics Evaluation

	Heer P	Hannah Carew + overall site rating.
Visibility of system status.	★★★★★	★★★★★
Match between system and real world.	★★★★★	★★★★★
User control and freedom.	★★★★	★★★★★
Consistency and standards.	★★★★★	★★★★★
Error prevention.	★★★★	★★★★★
Recognition rather than recall.	★★★★★	★★★★★
Flexibility and efficiency of use.	★★★★	★★★★
Aesthetic and minimalist design.	★★★★	★★★★★
Help users recognise, diagnose, and recover from errors.	★★★★	★★★★

Feedback
 Your website design is fabulous! I really love the colour palette and simplicity of the design. The images you used are perfect and I am really impressed with the overall aesthetic and calmness your website design exudes. I love the way users are greeted by a notification when they add items to their cart. I especially love the blue, transparent background that appears here too which really draws the user's focus and prevents users from adding items to their card without knowingly doing so. I also love the 'Path to Sustainable Skincare' timeline on your About Page! It is so well designed and made me want to continue to scroll down the page. A few things to note would be that on your Product page, the drop down buttons titled 'Details,' 'Shipping' and 'Returns' affect everything that is below on the website by pushing everything down. The icons on the Header look slightly oval and stretched. I'm not sure if this is just an Axure thing (sometimes my icons/graphics move a little from the software to the prototype). Despite liking the simplicity of the header, it may be worth looking at the link between the Copyright section of the Footer with the rest of the links to unify the Footer more. Overall I think your design is fabulous and I really love the whole theme and aesthetic.

Feedback
 Your website looks awesome so far! The theme is very consistent with the branding :)

The images are well picked but some of them are a bit stretched and pixelated. Maybe making them fit to the placeholder instead of stretch to fit, may help!

The text type feature for email subscription is also good. I like the way that the cart update button is upfront and easily notifies the user so they don't accidentally add items to the cart.

For the header, it is quite minimal which is great! The hierarchy is clear and easy to navigate. The blue fuzzy header is slightly dark, so the logo doesn't stand out as much as it could, since the WCAG/contrast is a bit low.

Love the concept, and its looking great already. The homepage especially has such a cohesive aesthetic.

looked stretched or pixelated, resizing will improve clarity.

Flexibility and efficiency of use
 Peers found navigation intuitive and efficient. Filtering and header hierarchy worked well.

Aesthetic and minimalist design
 Overall aesthetic praised as calm and cohesive. The "Sustainable Skincare" timeline was engaging. Slightly lighten the header background for better logo contrast.

Help users recognise, diagnose, and recover from errors
 Error handling wasn't tested, recommend a clear 404 page and simple form error messages.

Help and documentation
 Shopping process felt simple and familiar. Add FAQ or "Skincare Guide" in the footer to support users further.

Visibility of system status

Peers praised the cart notification with a blue transparent background, which prevents accidental adds. Hover states and email subscription confirmation were clear indicators.

Match between the system and the real world

Icons and terms felt familiar and

easy to understand. Header icons looked slightly stretched, adjusting to maintain recognisability.

User control and freedom

Navigation via the minimal header and homepage logo worked well. Dropdown sections (Details, Shipping, Returns) does not correctly push content down, suggest using collapsible panels to

avoid disruption.

Consistency and standards

Colour palette, fonts, and buttons were consistent and cohesive. Footer links should be unified with the copyright section for better flow.

Recognition rather than recall

Product cards and cart updates support recognition. Some images

Evaluation Outcomes

Re-Design

I fixed the error of when the dropdown sections (Details, Shipping, Returns) originally did not correctly push content down, suggest using collapsible panels to avoid disruption.

As seen in the images above

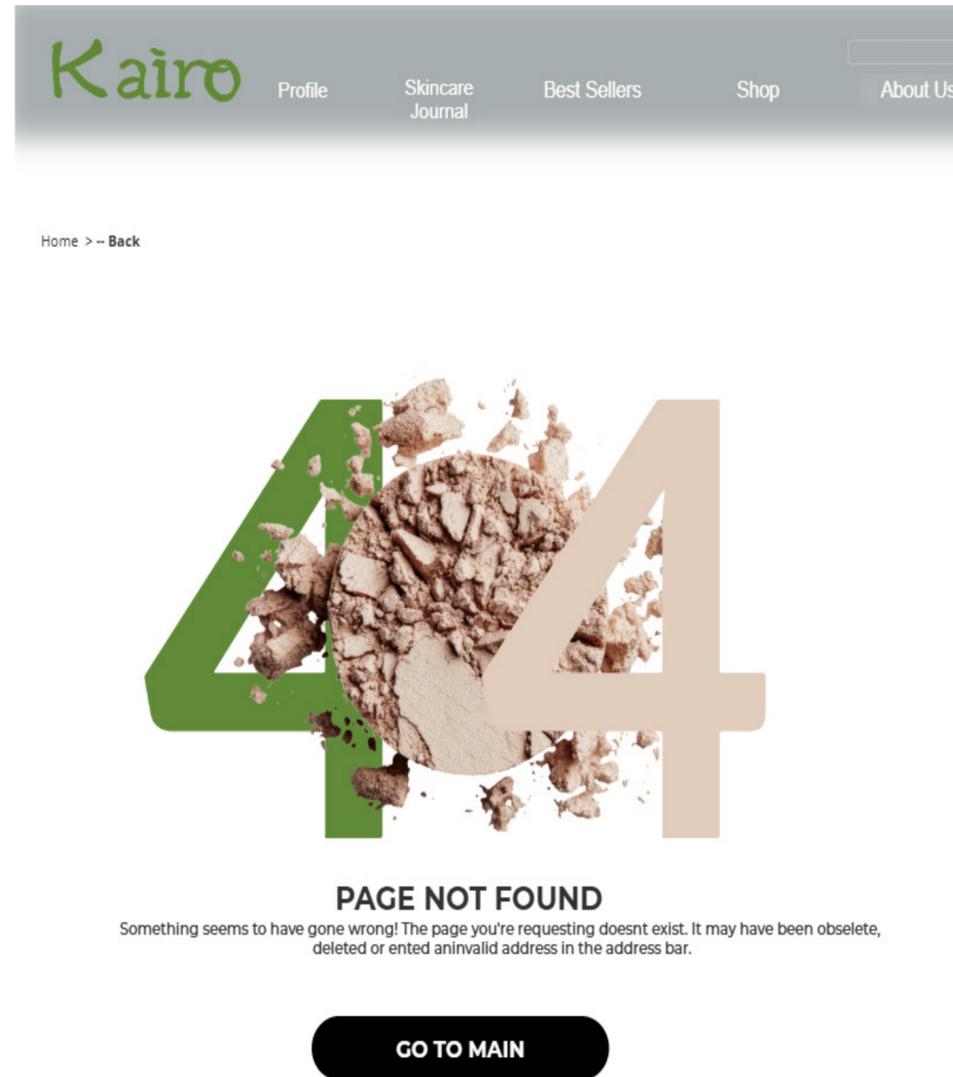
I added a routine section to the product page to guide users on how to incorporate the product into their skincare regimen. This choice was informed by competitive research, where similar sections were consistently used to support user understanding and align with industry standards.

The photos were noticeably stretched and needed to be fixed. As seen above in the images, the images have been retouched and made fit to their size

The WCAG was a bit low and had been changed but due to peer review, I had created a higher contrast in view.

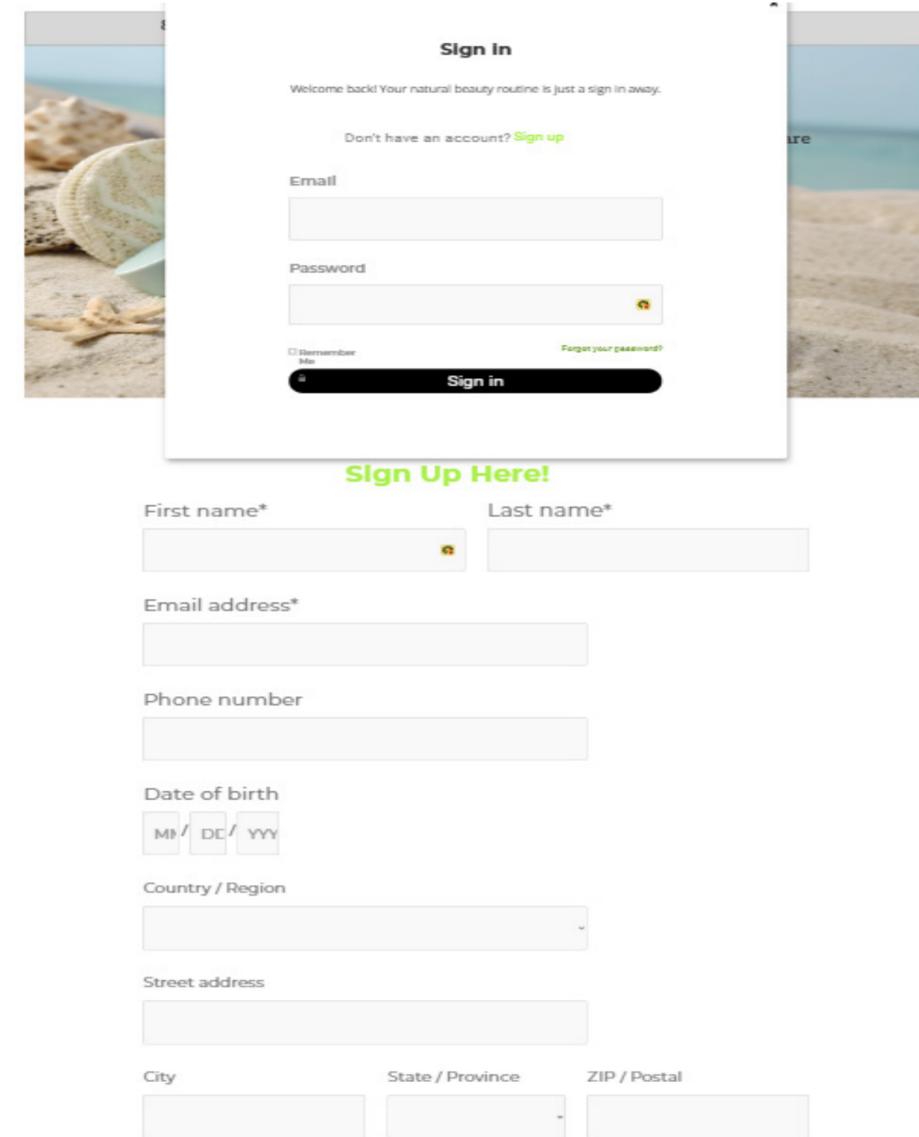
Re-Design

Error Page



After the review, I added a 404 error page to handle unlinked pages. It features a broken skincare product graphic to symbolise the crash or interruption. This aligns with Nielsen's principle of help users recognise, diagnose, and recover from errors by providing a clear, meaningful visual cue and redirecting users back to working pages.

Sign In/Up



I added a sign-in page to increase user interaction. It uses familiar, real-world features, supporting Nielsen's match between system and the real world. The design is kept simple and minimal, aligning with aesthetic and minimalist design to reduce distractions and keep the process clear.

Re-Design

Shipping Information

The Shipping Information form is a clean, minimalist design. It features a header with the Kairo logo and navigation links: Profile, Skincare Journal, Best Sellers, Shop, and About Us. Below the header, there's a search bar and a shopping cart icon. The main content area is titled "Nearly there.." and "Shipping Information". The form includes several input fields: "Full name", "Street address", "Apt., suite, etc.", "City", "State / Province", "Country", and "Zip code". A "Next" button is positioned at the bottom right of the form.

I added a Shipping Information page where users can enter their personal and payment details. The page is kept simple and distraction-free, allowing them to focus on completing the form and double-checking their information without unnecessary visuals. This aligns with Nielsen's principles of error prevention and aesthetic and minimalist design, ensuring clarity and reducing the chance of mistakes.

Cart Page

The Cart Page design is a clean, minimalist layout. It features a header with the Kairo logo and navigation links: Profile, Skincare Journal, Best Sellers, Shop, and About Us. Below the header, there's a search bar and a shopping cart icon. The main content area is titled "Cart Page". It includes a "Promos" section with a "Promo Code" input field and an "Apply" button. Below this is a "Samples and Rewards" section. The "Shopping Bag" section displays a table with columns for "Product", "Qty", and "Price". The table shows one item: "Glow Ritual Glow" with a quantity of 1 and a price of \$75. To the right of the shopping bag is a "Payment Methods" section with logos for VISA, Apple Pay, and PayPal. Below the shopping bag is a "Frequently Bought with" section with three product cards: "Balance Elixir" (\$60), "Vitamin C Serum" (\$55), and "Brightening Mask" (\$40). Each card has an "ADD TO CART" button. At the bottom of the page, there's a footer with the Kairo logo, navigation links, a "Sign Up" section with an email input field and a "Subscribe" button, and social media icons for Facebook, Instagram, Twitter, and Pinterest.

I added a cart page so the user gets a better feel for the website and a more complete shopping experience. It helps them clearly review their selections before checkout, making the process feel more trustworthy and user friendly.



Branding & Hosting

Branding



Open Sans SemiBold
Open Sans Regular
Open Sans SemiBold
Open Sans Bold
Open Sans Heading

Montserrat Regular
Montserrat Medium
Montserrat Bold
Montserrat Heading

Aleo Regular
Aleo SemiBold
Aleo Bold
Aleo ExtraBold
Aleo Heading

My website is called Kairo. It is an online skincare store where users can browse, shop, and learn about sustainable, skincare in a calming and informative digital environment.

The website design features a soft natural palette of olive green, pastel pink, and light blue. These colours were chosen to reflect freshness,

Heading

Aleo

Subheading

Montserrat

Body

Open Sans

purity, and eco-friendliness, while still being visually engaging and soothing for users. The palette complements product imagery and reinforces the brand's commitment to sustainability and wellness.

The brandmark reflects simplicity and elegance, aligning with the brand's mission of clean, ethical beauty. It will be applied across the website banner, packaging mock-ups, and marketing material. The consistency of this brandmark helps build trust and recognisability among skincare users who value sustainability and minimalism.

The typography uses a mix of Aleo for headings, Montserrat for subheadings, and Open Sans for body text. These fonts were selected for their modern, clean, and highly legible qualities, creating balance between professionalism and approachability. Together, they support visual hierarchy while keeping the overall design refined and user-friendly.

The overall design focuses on clarity, balance, and accessibility, with clear hierarchy in headings, colour contrasts for readability, and minimal distractions. This ensures the products and brand message remain central. The design and branding were positively received in peer reviews, reinforcing its suitability for the target audience. balance, and accessibility to keep the brand message and products central.

Branding

Process of getting to the name of brand

Verdura (from verde = green, fresh, natural)

Leaf & Lumen (light, glow, nature)

Pureterra (pure + earth)

Eterna Skin (timeless care, sustainable future)

Botaniq (modern botanical, clean look)

Lumae (from lumen, light, glow)

Aurora Skin (fresh start, natural beauty)

Éclat (French for radiance, shine)

Glissance (glow + essence)

Veyra (invented, sleek, elegant feel)

Kairo (moment of care, timeless)

Sova (calm, sleek, scandi-style)

Elemental (pure, essential skincare)

Skinthesis (skin + synthesis, conscious creation)

focus on conscious, ingredient-driven, and youthful

yet responsible design

I have short listed Verdura, Bontaniq, Veyra, Kairo

Verdura

Botaniq

Meaning & Feel: A modern twist on botanic/ botanical. The “q” makes it unique and digital-savvy.

Why It Resonates: Strongly conveys natural origins while looking stylish and tech-friendly, aligning with your target group (digitally savvy 18–35 users).

User Appeal: It bridges tradition (plants, nature) with innovation (modern spelling), which reflects a skincare brand that’s both trustworthy and forward-thinking.

Kairo

Meaning & Feel: Inspired by “Cairo” (historic, timeless) + “Kairos” (Greek for the right moment). Suggests heritage, wisdom, and seizing the moment.

Why It Resonates: Brings depth and cultural richness, making it stand out from typical botanical skincare names. It can suggest rituals, timeless care, and modern heritage.

User Appeal: Feels bold, global, and stylish,

Veyra

Meaning & Feel: Sleek, short, and invented. Rolls off the tongue easily. Evokes elegance and modern beauty.

Why It Resonates: Unlike the nature-direct names, this one feels more luxury and aspirational, giving the brand room to grow into a high-end market.

User Appeal: Memorable, minimal, and flexible—great for branding across packaging, digital, and campaigns without being tied to one single theme.

In short:

Verdura - natural, fresh, eco

Botaniq - modern nature, digital edge

Veyra -sleek, luxury, flexible

Kairo- bold, timeless, global

I chose **Kairo** because it feels sleek, modern, and memorable, just like the kind of skincare experience my users are looking for. It isn’t tied down to only “eco” or “natural,” but it still leaves space for storytelling around conscious ingredients and sustainability. For my audience of digitally savvy, style-driven users, Kairo reflects a brand that’s aspirational, minimal, and versatile, something they can trust and proudly connect with.

Branding

Kairo

Kairo

Kairo

Kairo

Kairo

Kairo

Kairo

Kairo

Kairo

From there, I began narrowing the direction to a more cohesive set of styles. Instead of having completely different typefaces everywhere, I focused on an organic, handwritten look with a consistent flow. On this second board, the variations became smaller and more refined: subtle differences in letter curls, ligatures, and spacing, or small adjustments in where a flourish or leaf element would sit. The emphasis shifted from “as many options as possible” to “which versions feel aligned with the brand’s voice.”

This refinement stage gave me a family of options that all felt related. Each variation carries a natural, elegant character, which ties back to Kairo’s positioning as a skincare brand that’s soft, sustainable, and refined. The flowing swirls of the “K” or “o” add memorability without feeling overdesigned, and the leaf elements subtly reinforce the brand’s connection to nature.

The process as a whole moved from divergence to convergence, starting broad and experimental, then progressively filtering and refining toward a small set of logos that feel cohesive and on-brand. At this point, the remaining options capture the essence I want: natural, elegant, and distinctive.

Brand Hosting

I chose Crazy Domains for my web hosting and domain name. They are an Australian-based provider, reliable, and affordable, which makes them suitable for my skincare website. I also appreciate their easy setup process and local support.

I have chosen a 1-year purchase period as a start-up trial. I've also gone with the economy hosting plan, as I don't need large storage or advanced features yet. The GST is added separately after the base cost.

To ensure security and reliability, I have added SSL certification and a site backup service. I also included SEO tools to improve discoverability in search engines and support brand growth.

Reasons for choice:

Affordable compared to competitors

Well-established and reputable provider

24/7 customer support with Australian servers for faster local traffic

Option to scale with unlimited storage if needed

Ability to manage multiple domain names under one account

Automatic renewal reminders included

SSL security included for customer trust

Site backup (1 GB for a year) for safety

Local support and reliable performance

kairo.com.au

Order Summary

1 Item

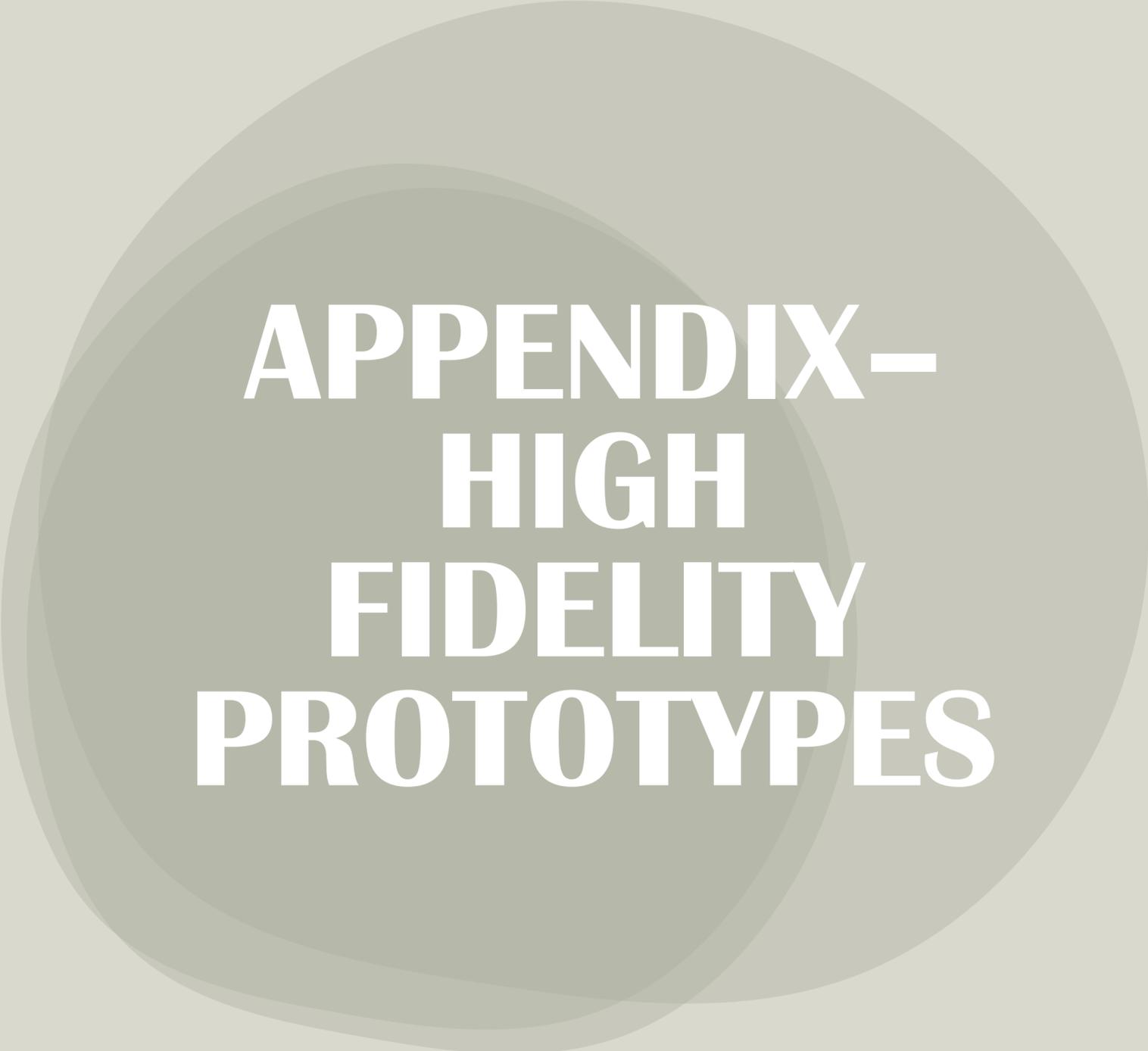
Subtotal: \$9.95

GST: ⓘ \$1.00

Total: \$10.95

[Do you have a promo code?](#)

CHECKOUT



**APPENDIX—
HIGH
FIDELITY
PROTOTYPES**

HomePage

HOMEPAGE CONTENT

Hero banner with mission statement ("Embrace Radiance: Sustainable Skincare...")

Call-to-action buttons: Shop / Learn More

Product highlight section with large image and product description

Sustainability section: Cruelty-Free Certification, Natural Ingredients, Sustainable Practices

Benefits section: "Benefits of using Kairo Sustainable Skincare Products"

Customer testimonial with star rating and user profile (Emily Johnson)

Newsletter sign-up callout ("Discover Your Perfect Skincare") with Sign Up / Explore buttons

Footer with:

About Us / Skin Journey / Contact / Customer Service / FAQ

Products: Serums, Moisturiser, Cleanser, Accessories

Quick Links: Instagram, Facebook, Pinterest, Twitter

Sign Up subscription field

Legal links (Privacy Policy, Terms of Service, Cookie Settings)

Social icons (Insta, Facebook, LinkedIn, YouTube)

METAPHOR ICONS

Shopping basket (cart icon in header)

Profile (person icon for account login)

Search (magnifying glass icon)

Star rating system for reviews

Social icons (Instagram, Facebook, LinkedIn, YouTube)



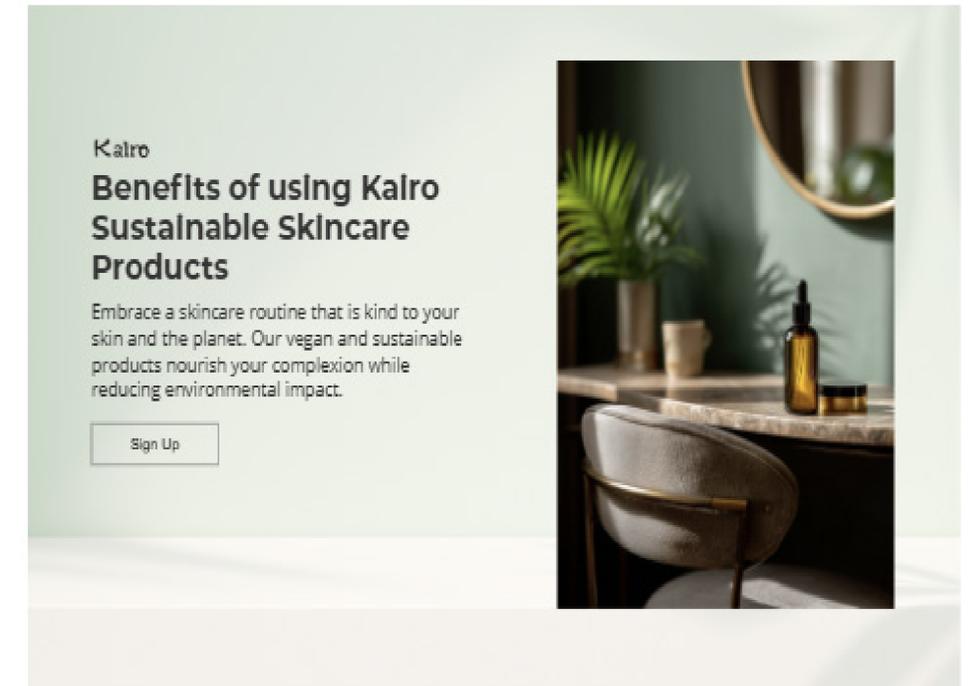
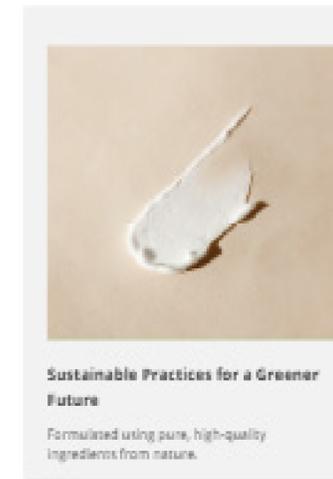
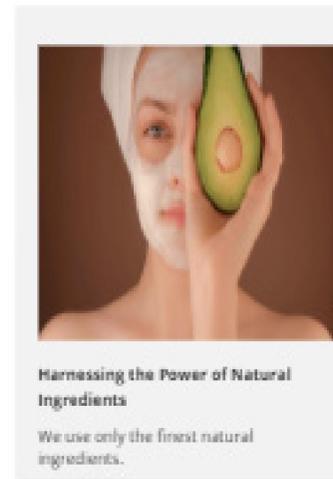
Embrace Radiance: Sustainable Skincare for the Conscious Ones

Our mission is to provide eco-friendly, vegan skincare that empowers your natural beauty.



Our Commitment to Sustainable Beauty

We believe in beauty that respects the planet. Our products are crafted with natural ingredients, ensuring that you nourish your skin without compromising the environment. Join us in making a positive impact with every purchase.



Kairo Benefits of using Kairo Sustainable Skincare Products

Embrace a skincare routine that is kind to your skin and the planet. Our vegan and sustainable products nourish your complexion while reducing environmental impact.



"I've never felt better about my skincare routine. These products not only work wonders but also align with my values of sustainability and ethics."



Discover Your Perfect Skincare

Join our community for exclusive offers and the latest in sustainable skincare.



About Us	Products	Quick Links
Skin Journey	Serums	Instagram
Contact Us	Moisturizer	Facebook
Customer Service	Cleanser	Pinterest
FAQ	Accessories	Twitter



PLP Page (Shop)

Hero banner: "Naturally Radiant Skin" with tagline about ingredients & sustainability

-CTA buttons: Shop / Learn More

-Product listing grid (6 products displayed):

-Soothing Balm - \$55

-Revitalizing Cream - \$50

-Hydrating Serum - \$55

-Night Repair - \$35

-Vitamin C Serum - \$50

-Brightening Mask - \$40

Each product includes image, name, price, and Add to Cart button

-"View More" button under product list

-Section: Discover Our Sustainable Skincare Collection with sub-features:

Eco-Friendly Packaging

-Cruelty-Free Production

-Organic Ingredients

-Movement for Sustainable Beauty

-Section: Discover the Transformative Power of Sustainable Skincare Products with product imagery

-Newsletter / CTA banner: "Discover Your Perfect Skincare" with Explore and Sign Up buttons

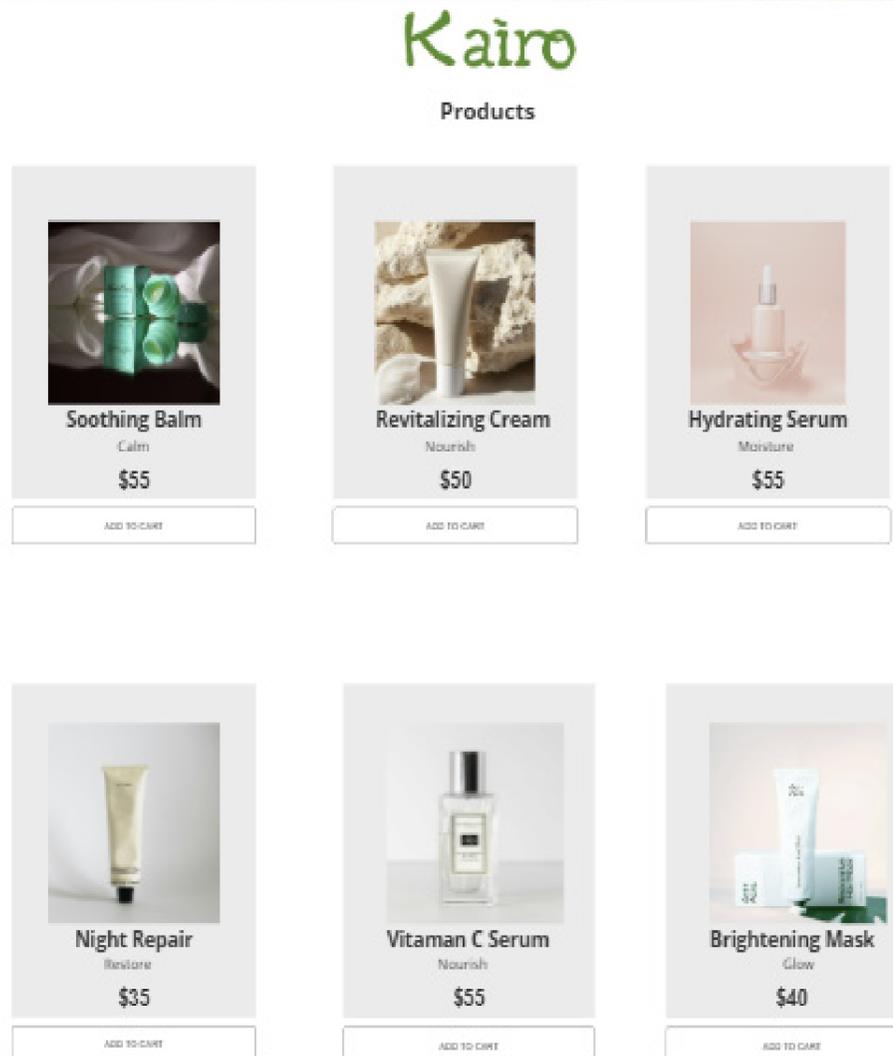
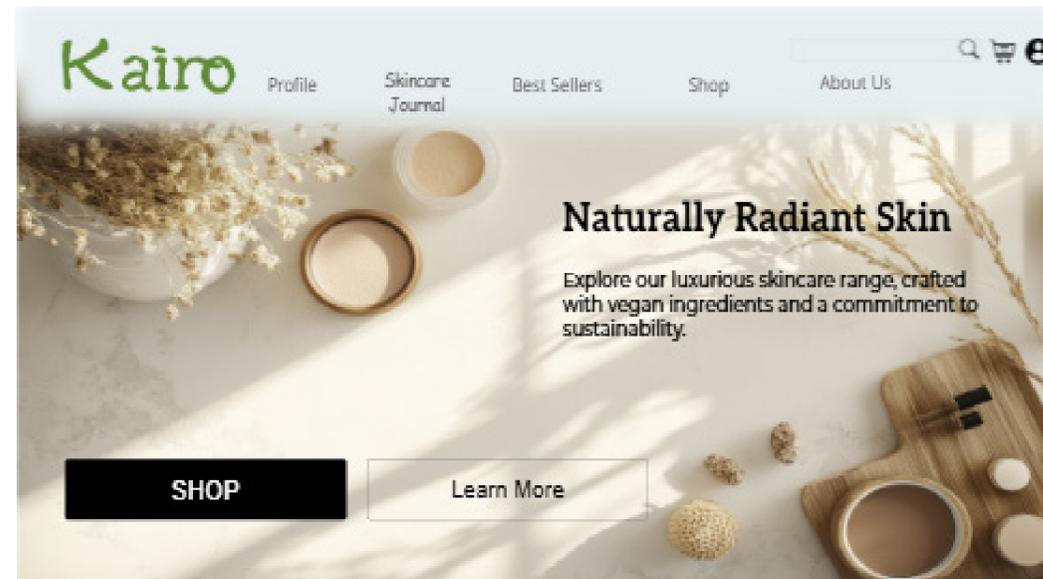
Footer includes:

-About Us / Skin Journey / Contact / Customer Service / FAQ

Products: Serums, Moisturiser, Cleanser, Accessories

Quick Links: Instagram, Facebook, Pinterest, Twitter

Newsletter Sign-up



View More

Discover Our Sustainable Skincare Collection

Our products are crafted with organic ingredients that nourish your skin while being kind to the planet. Experience the beauty of skincare that aligns with your values.

Learn More



Eco-friendly Packaging for a Greener Future
Our packaging is designed to minimize waste and environmental impact.



Cruelty-Free Production You Can Trust
We ensure that no animals are harmed in the making of our products.



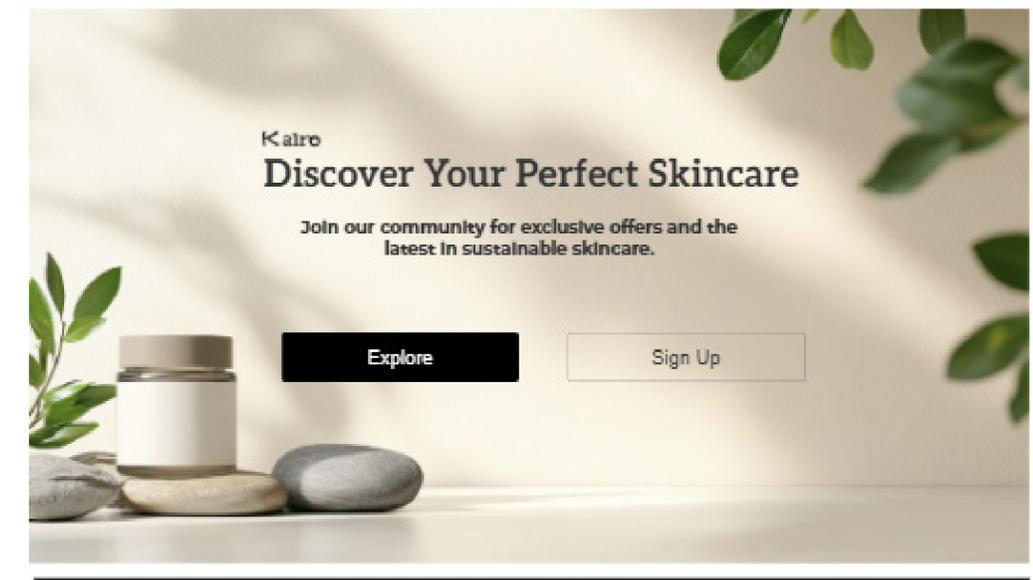
Organic Ingredients for Healthy, Radiant Skin
Each formula is enriched with natural botanicals for optimal skin health.



Join the Movement for Sustainable Beauty
Be part of a community that values ethical skincare.

Discover the Transformative Power of Sustainable Skincare Products

Choosing sustainable and vegan skincare means nourishing your skin while protecting the planet. These products are formulated with natural ingredients that are gentle on your skin and free from harmful chemicals, promoting a healthier lifestyle.



Kairo

About Us

Products

Quick Links

Sign Up

Skin Journey

Serums

Instagram

Subscribe

Contact Us

Moisturizer

Facebook

Customer Service

Cleanser

Pinterest

FAQ

Accessories

Twitter

PDP Page

PRODUCT PAGE CONTENT

Product image + name + price (\$55)

Star rating + reviews (3.5 stars, 10 reviews)

Dropdown: Variants + quantity selector

Buttons: Add to Cart / Buy Now

Sections: Details, Shipping, Returns

“Recently Viewed” product list (Night Repair, Vitamin C Serum, Brightening Mask)

Unique Features: Mindful Beauty, Minimal Routines, Cruelty-Free

Routine Guide: 4 steps (Cleanse, Apply, Let Absorb, Moisturise)

Testimonials (3 customer stories with images/names)

Section: Revitalize Your Skin with Nature’s Best (highlight

Recently Viewed



Night Repair
Restore
\$35
ADD TO CART



Vitamin C Serum
Nourish
\$55
ADD TO CART



Brightening Mask
Glow
\$40
ADD TO CART

Discover Our Unique Product Features

Our skincare products are crafted with care for both your skin and the planet. Experience the perfect blend of luxury and sustainability.



Mindful Beauty: Rituals That Nourish Inside and Out

Beauty isn't just about products—it's a state of being. Learn how mindfulness and intention can enhance your skincare routine.



Minimal Routines, Maximum Glow

Simplify your skincare regimen without sacrificing results. Find out how fewer, smarter products can deliver radiant, balanced skin.



Cruelty-Free Isn't Optional—It's Essential

Understand the importance of cruelty-free certifications and how your choices can help end animal testing in the beauty industry.

[Learn More >](#)

Achieve Radiant Skin with Our Product

For optimal results, start with a clean face. Apply a small amount of the product evenly across your skin.

[Learn More](#)



Step 1. Cleanse Your Skin Thoroughly

Use gentle cleanser to remove impurities.



Step 3. Let It Absorb Fully

Allow a few minutes for the product to penetrate.



Step 2. Apply the Product Evenly

Massage the product into your skin in circular motion.



Step 4. Follow with Your Moisturizer

Seal in hydration with your favourite moisturizer.

What are people saying ?

Real stories of radiant skin and confidence



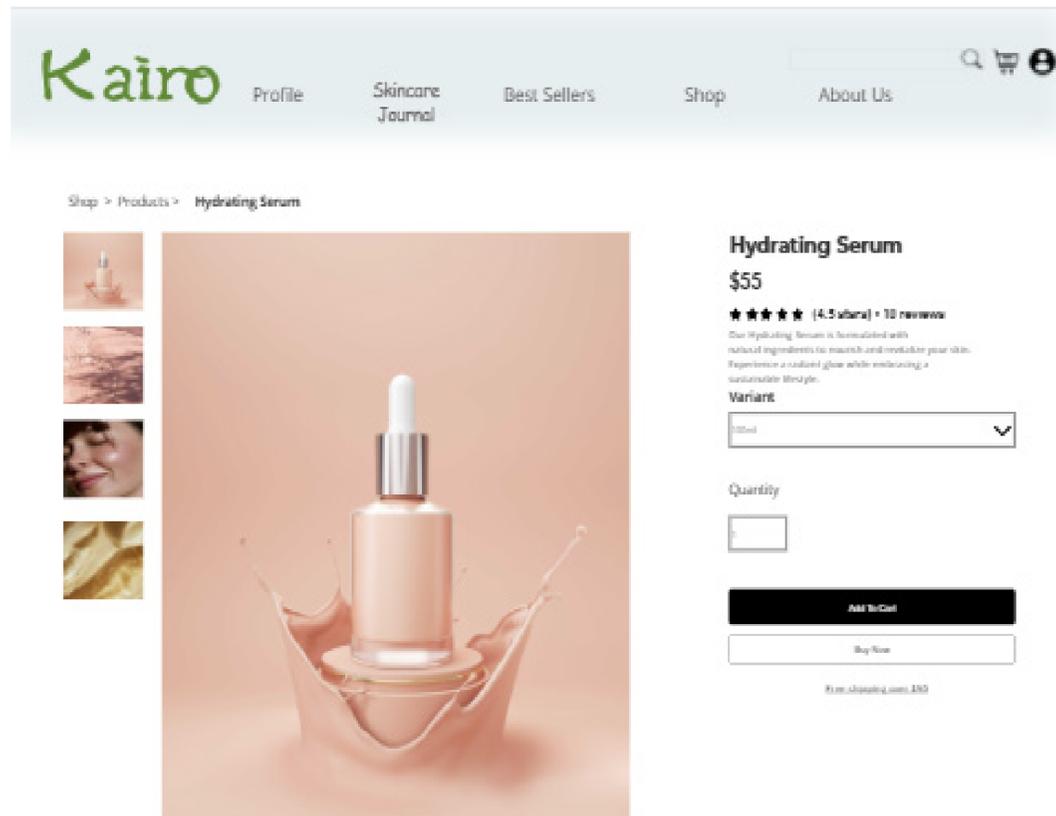
Brandon Vega
Melbourne Wellness Group
"I've dealt with skincare challenges most of my adult life like dryness, irritation, and never quite finding the right routine. Since discovering Lunea, that's completely changed. These products are incredibly gentle but truly effective. As a man over 40, it's refreshing to find a brand that understands mature skin without all the fuss. The natural ingredients really do make a difference, my skin feels healthier, smoother, and more balanced than ever. I finally feel good about the way my skin looks, and that confidence is something I hadn't felt in years. Lunea is now a permanent part of my daily routine."



Steph Arou
Natural Living Magazine
"As a woman of color in my 30s, finding skincare that truly understands and respects my skin has always been a struggle. Lunea changed that for me. From the very first use, I could feel how gentle and nourishing the products were. They don't just sit on the surface, they work deep, without irritating or stripping my skin. I love that Lunea uses clean, natural ingredients and that their formulas actually celebrate diverse skin needs. My glow is real, and for the first time in a long time, I feel seen, cared for, and confident in my skin. Lunea is more than just skincare! It's self-love in a bottle."



Karen Weiss
Glow and Grow
"In my late 30s, my skin started changing in ways I didn't expect, dullness, uneven texture, and a lack of that healthy glow I used to have. I tried so many products that promised results, but nothing really clicked until I found Lunea. This brand has been a game-changer. The formulas feel luxurious yet simple, and they actually work. My skin feels smoother, more hydrated, and honestly, more alive. What I love most is that Lunea doesn't try to mask or overcorrect, it just brings out the best in my natural skin. It's the first time in years I've looked in the mirror and felt truly comfortable in my own skin."



The screenshot shows the top navigation bar with the Kairo logo and links for Profile, Skincare Journal, Best Sellers, Shop, and About Us. Below is a breadcrumb trail: Shop > Products > Hydrating Serum. The main product image shows a bottle of Hydrating Serum in a splash of liquid. To the right, the product details include the name 'Hydrating Serum', price '\$55', a 4.5-star rating with 10 reviews, a variant dropdown menu, a quantity selector, and 'Add to Cart' and 'Buy Now' buttons. A small URL 'kairo.com.au' is visible at the bottom.

Revitalize Your Skin with Nature's Best



Our premium moisturizer nourishes and hydrates your skin, leaving it soft and radiant. Infused with organic botanicals, it promotes a youthful glow while being kind to the planet.

[Shop](#)



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[Products](#)

[Serums](#)

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Join our newsletter for the latest updates and exclusive offers.

About Us Page

ABOUT US PAGE CONTENT

Hero banner: Our Sustainable Promise with imagery of skincare products

Section: Commitment to eco-friendly, vegan skincare solutions

Timeline:

2015 – Brand Established

2018 – Vegan Certification Achieved

2021 – Expanded Product Line

2022 – Community Engagement

Team section: 6 members with names, roles, and icons (CEO, Marketing, Product, Design, Customer Support, Sales)

“We’re Hiring!” banner with Open Positions button

Visual: storefront image (sustainable focus)

Footer: navigation links, product categories, quick links, newsletter sign-up, social icons

Routine Guide: 4 steps (Cleanse, Apply, Let Absorb, Moisturise)

Testimonials (3 customer stories with images/names)

Section: Revitalize Your Skin with Nature’s Best (highlight banner)

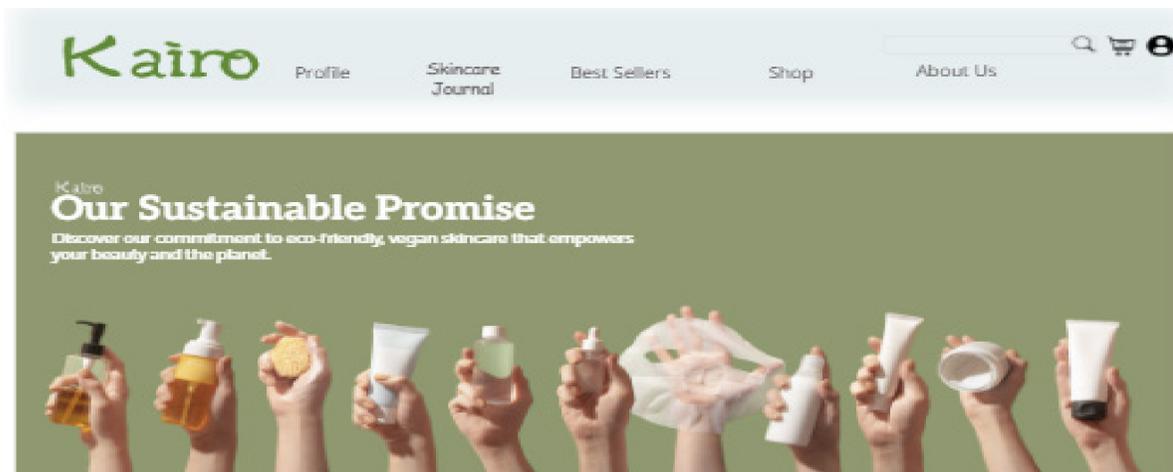
Footer: navigation, quick links, newsletter sign-up, social icons

METAPHOR ICONS

Timeline (milestone journey metaphor)

Person icons (team representation)

Shopping basket / profile (in header)



Kairo Our Path to Sustainable Skincare

Our journey began with a vision for a sustainable future. We are committed to creating vegan skincare products that nourish both the skin and the planet.



2015 Brand Established

In 2015, we launched our brand with a mission to provide eco-friendly skincare solutions. Our commitment to sustainability began with our first product line.

2018 Vegan Certification Achieved

By 2018, we proudly received our vegan certification, solidifying our commitment to cruelty-free practices. This milestone marked a significant step in our journey.



2021 Expanded Product Line

In 2021, we expanded our product line to include a wider range of sustainable options. Each product is designed with both efficacy and the environment in mind.

2022 Community Engagement

In 2022, we launched initiatives to engage with our community and promote sustainability. Together, we strive to make a positive impact on the world.



Together

Our Team

Meet the passionate individuals behind our brand.



Emma Johnson
CEO & Founder

Emma is dedicated to creating sustainable skincare solutions for all women.



Liam Smith
Marketing Director

Liam crafts strategies that resonate with our eco-conscious audience.



Sophia Lee
Product Manager

Sophia ensures our products meet the highest quality and sustainability standards.



Noah Brown
Lead Designer

Noah brings creativity and innovation to our product designs.



Ava Wilson
Customer Support

Ava is here to help you with all your inquiries.



Mason Taylor
Sales Associate

Mason connects customers with the right products for their skincare needs.

We're Hiring!

Join our passionate team and make a difference.

[Open Positions](#)



Kairo

[About Us](#)

[Skin Journey](#)

[Contact Us](#)

[Customer Service](#)

[FAQ](#)

[Products](#)

[Serums](#)

[Moisturizer](#)

[Cleanser](#)

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Join our newsletter for the latest updates and exclusive offers.

Sign In/Up Page

SIGN IN / SIGN UP CONTENT

Sign-in form: email + password, with "Remember Me" + "Forgot Password"

Sign-up form: name, email, phone, DOB, address fields

CTA buttons: Sign In / Save

Member benefits: discounts, skincare tips, sustainable choices

Visual imagery of skincare products

Footer with navigation, product links, quick links, newsletter sign-up, social icons

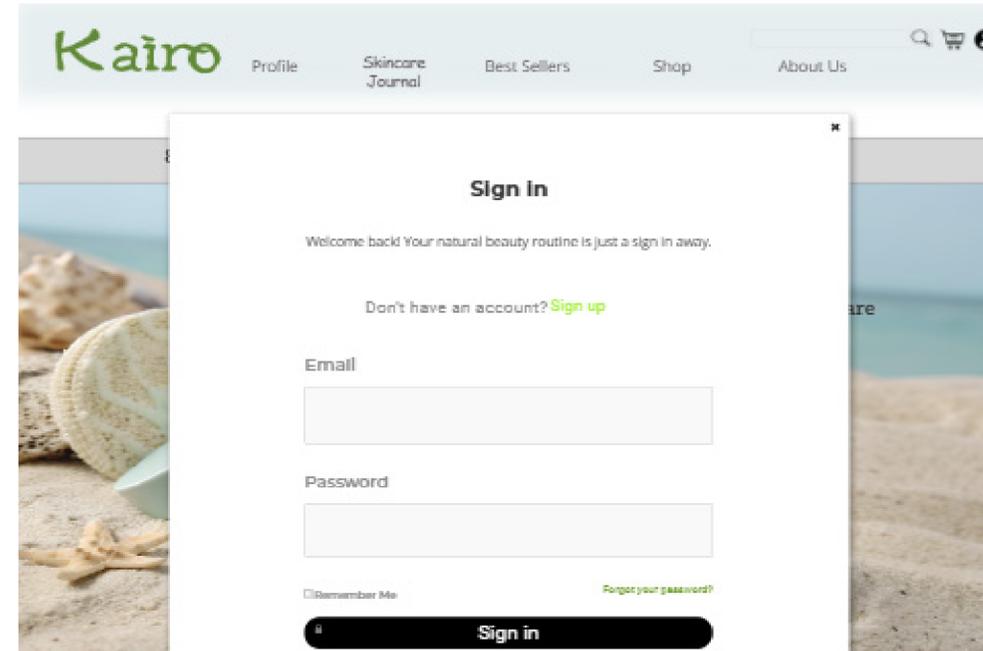
METAPHOR ICONS

Profile/account (sign in)

Check boxes & radio buttons (form fields)

Save/submit buttons (action metaphor)

Social icons (Instagram, Facebook, Pinterest, Twitter)



Sign Up Here!

First name* Last name*

Email address*

Phone number

Date of birth
MM / DD / YY

Country / Region

Street address

City State / Province ZIP / Postal

Date of birth

MM / DD / YY

Country / Region

Street address

City

State / Province

ZIP / Postal

Save

"By joining Kairo, you'll enjoy

- ✓ Exclusive member discounts
- ✓ Personalised skincare tips
- ✓ Transparent, sustainable beauty choices

Welcome to a community that cares for your skin and the planet."



Kairo

About Us

Products

Quick Links

Sign Up

Skin Journey

Serums

Instagram

Contact Us

Moisturizer

Facebook

Customer Service

Cleanser

Pinterest

FAQ

Accessories

Twitter

Checkout Page

Kairo Profile Skincare Journal Best Sellers Shop About Us

Nearly there..
Shipping Information

Full name

Street address

Apt., suite, etc.

City State / Province

Country Zip code

Next

Kairo Profile Skincare Journal Best Sellers Shop About Us

Shipping Payment **Review**

Payment information

Card ending in 1234 (exp. 04/24)

Pay with a different card

Previous **Next**

Kairo Profile Skincare Journal Best Sellers Shop About Us

Shipping Payment **Review**

Review order

Your cart:

1 item
Total: \$50.45
Arrives by 08/10/2025

Ship to:

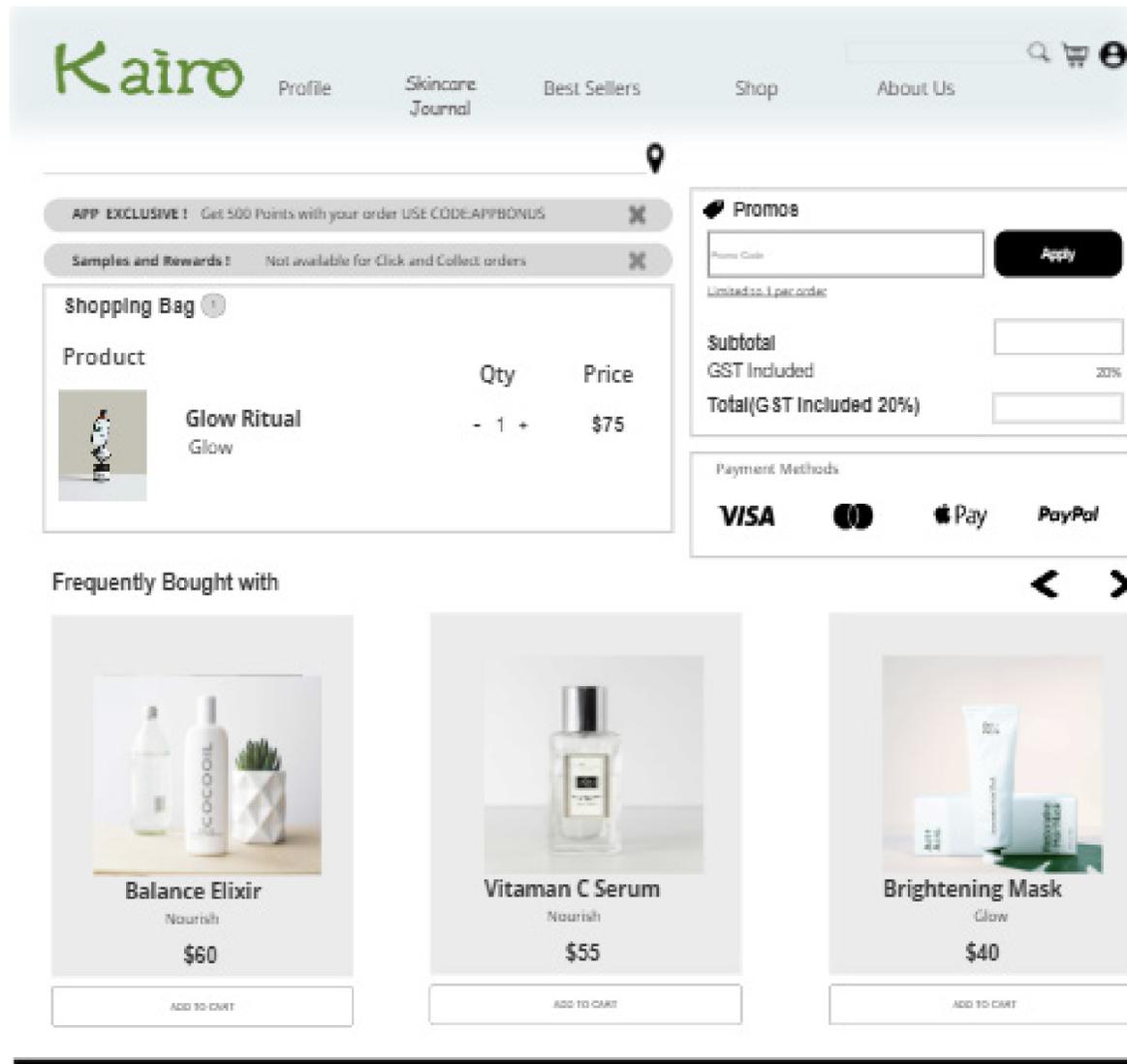
Full Name:
Address:
City, State, Zip

Payment:

Card ending in: 1234
Expires: 04/24

Previous **Purchase**

Cart Page



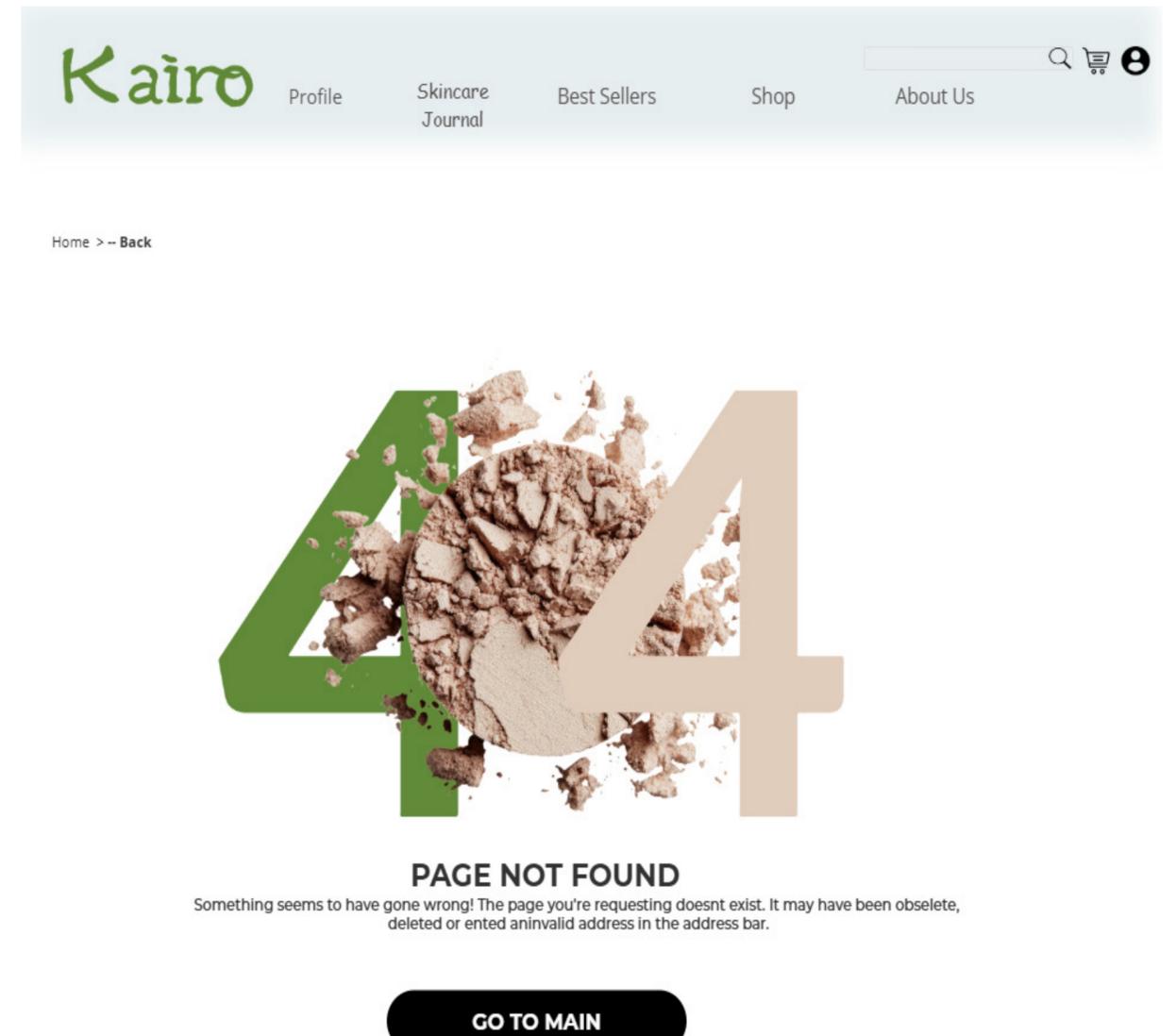
CART PAGE CONTENT

- Shopping bag: product name, QTY selector, price
- Promo code field + apply button
- Subtotal + GST breakdown + total
- Payment methods: Visa, MasterCard, Afterpay, PayPal
- “Frequently Bought With” product suggestions (Balance Elixir, Vitamin C Serum, Brightening Mask)
- Footer with navigation, product links, quick links, newsletter, social icons

METAPHOR ICONS

- Shopping basket (cart)
- Quantity selector (stepper metaphor)
- Credit card / payment logos (real-world payment metaphor)
- Promo code field (coupon metaphor)
- 404 error graphic (broken product metaphor)

Error Page



ERROR PAGE CONTENT

- Large 404 graphic with broken powder image
- Message: Page Not Found with brief explanation
- CTA: Go to Main button
- Header navigation available (Logo, Profile, Skincare Journal, Shop, Cart, Search)

References

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report-writing

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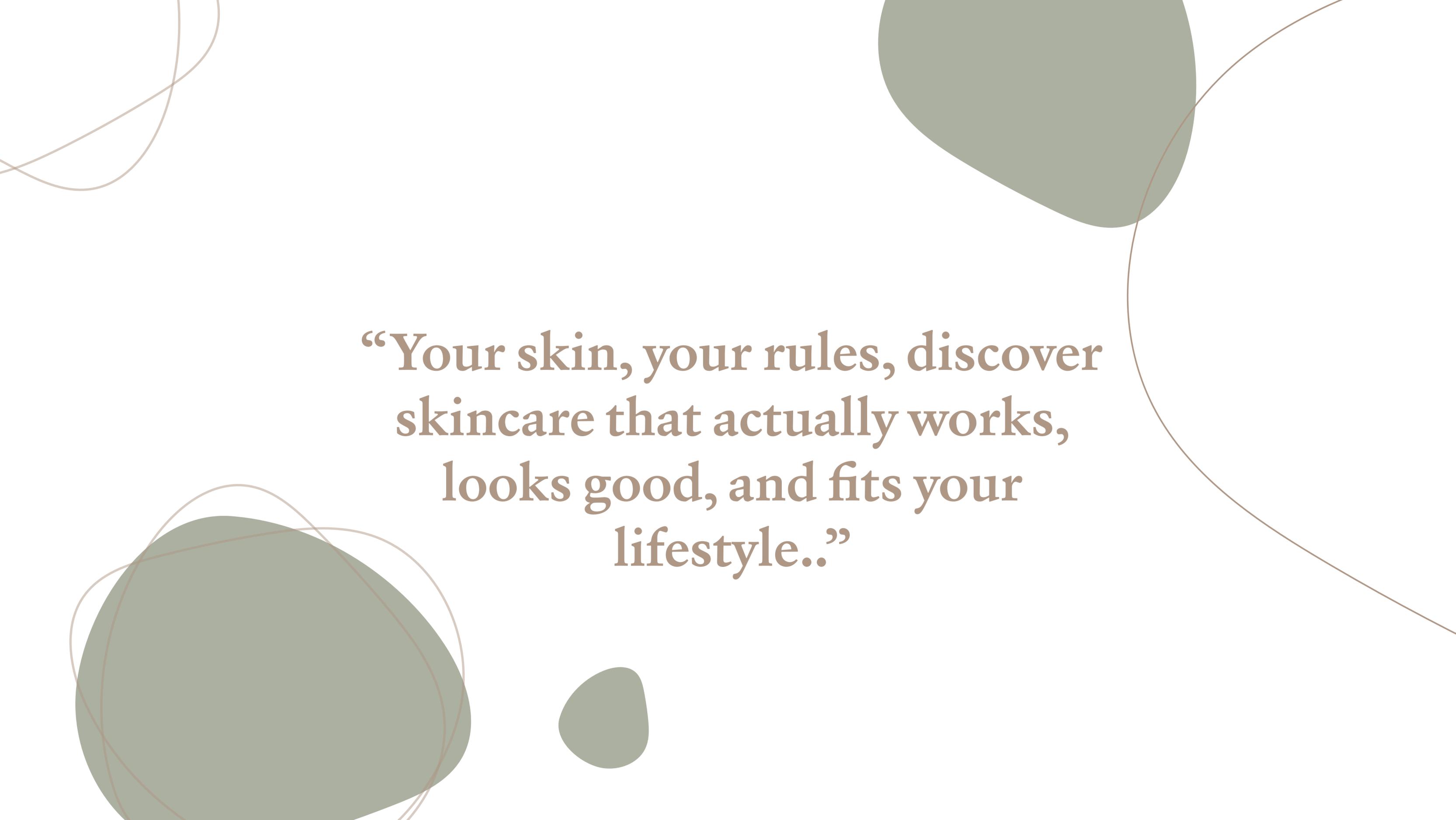
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The background features several abstract elements: a large, dark olive-green circle in the top right; a smaller, similar circle in the bottom left; a small, dark olive-green circle in the bottom center; and thin, light brown lines that curve across the top and right sides of the page.

**“Your skin, your rules, discover
skincare that actually works,
looks good, and fits your
lifestyle..”**