

The Look Out app

IOS App 2020



The Look Out App is a social media platform redefining how the modern consumer shops.

We believe in the power of influence, helping to build a community based upon discovering the best of products and shared beauty advice.

Upload your selfie + promote what you wear
Posts+Points = Products.

Defining the Problem

A new study looked at the buying habits of 3,000 women to determine how much money is spent on our faces alone AND the number is staggering.

On average women will spend approximately \$300,000 on makeup in the lifetime!*

With the beauty industry being an oversaturated market and many products that claim to do exactly the same thing, The Look Out app was created to get through the noise and help women find the best of products.

The Search

Did you ever go into a store looking for mascara and notice there are over 50 varieties? Well that's half the battle for consumers struggling to make quick purchasing decisions!

The Look Out's Searchbar helps to narrow down the options. From user research we found that the majority of makeup wearers relied on friends when making purchasing decisions. By categorizing the searchbar, you can quickly navigate what influencers are wearing, see how it was reviewed, and purchase in the app's store.



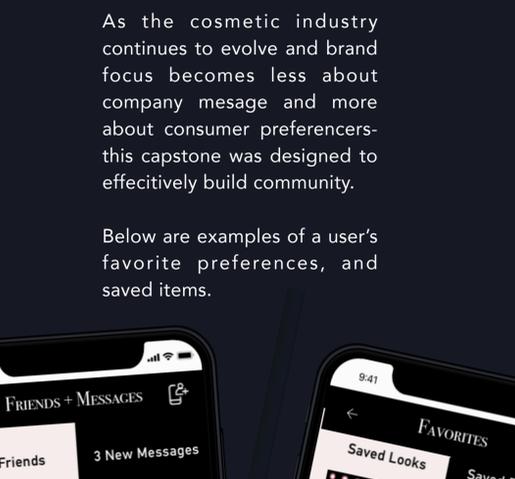
The Feed

The cosmetic industry is a broad spectrum of consumers- from people that focus on the basics to those that like to explore their personal style, the Look out's feed is based upon diversity .



User Personas

Lydia Jean Sabrina Wood Britney Rose



"The Professional" "The Social Butterfly" "The Learner"

A better understanding: We categorized the Look Out by three user types. From the novice who is looking for products based upon incentives to the professional, looking to be a part of the next wave of trends the app is designed to fit each of their personal needs.

The Forecast

Browsing the app is fun but when it gets down to understanding consumerism, today's world is all about personalization! We designed the forecast by a unique algorithm that categorizes products you like (and dislike) with your calendar and check out suggestions based on a "tinder-esque" format.

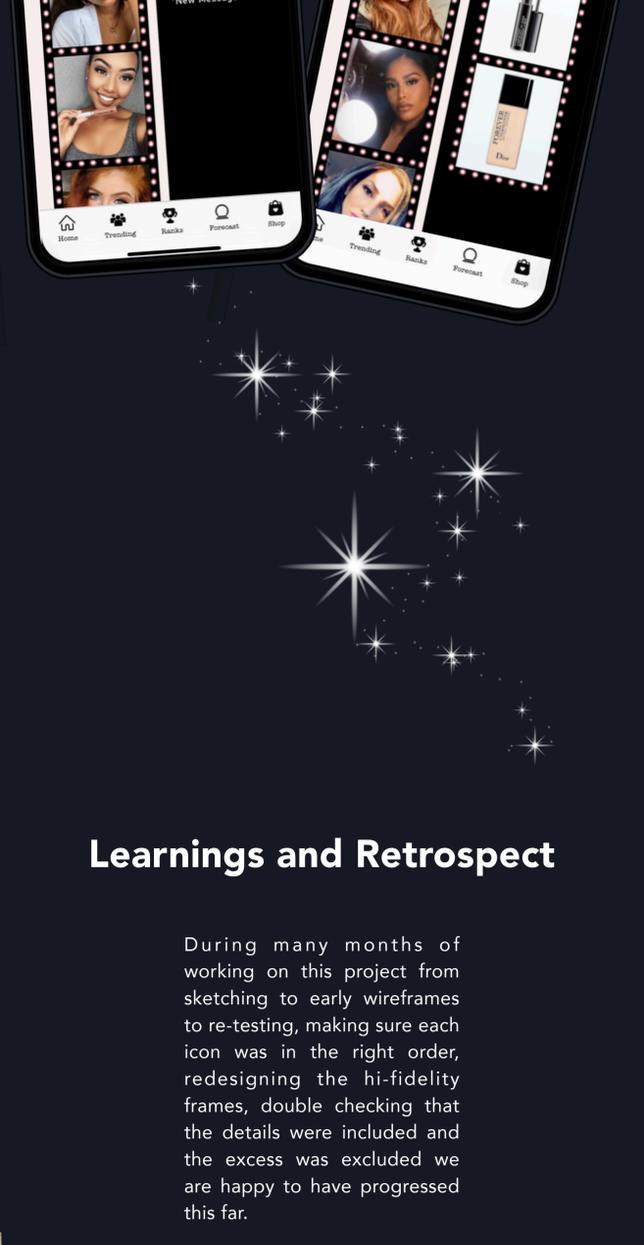


(although in today's world, we can't guarantee finding an ideal date, finding a perfect product should be cake!)

Friends and Favorites

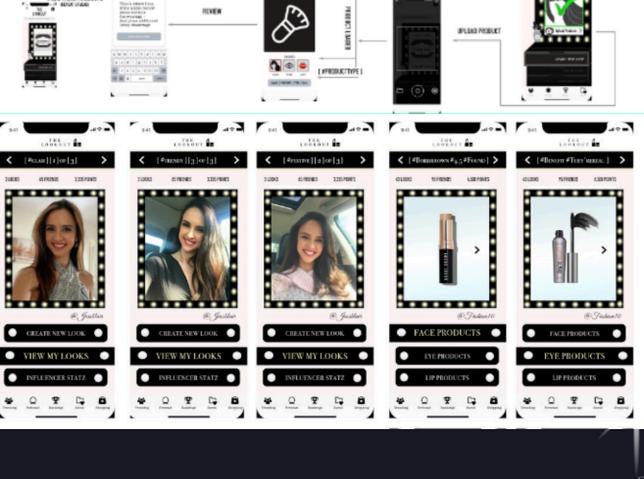
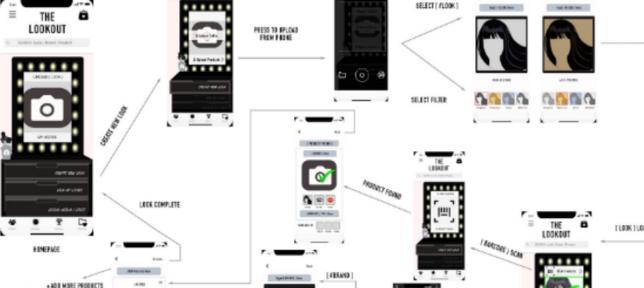
As the cosmetic industry continues to evolve and brand focus becomes less about company message and more about consumer preferences- this capstone was designed to effectively build community.

Below are examples of a user's favorite preferences, and saved items.



Learnings and Retrospect

During many months of working on this project from sketching to early wireframes to re-testing, making sure each icon was in the right order, redesigning the hi-fidelity frames, double checking that the details were included and the excess was excluded we are happy to have progressed this far.



"I like products with easy application, I'm not really advanced, I try to look on You tube for inspiration or my friends do my makeup for me"

"Instagram, Scott Barne, friends ...If they like a certain product I'll look it up, reviews a lot as well."

To interact more with the Look Out, check out the prototype here:

<https://somedreamincolor.invisionapp.com/overview/New-Look-Out-ckahboyvg02yr01953sxk9mey/screens>