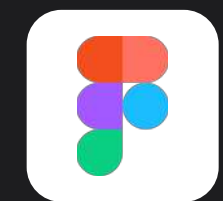




# Luna Microcare E-Commerce Web Site

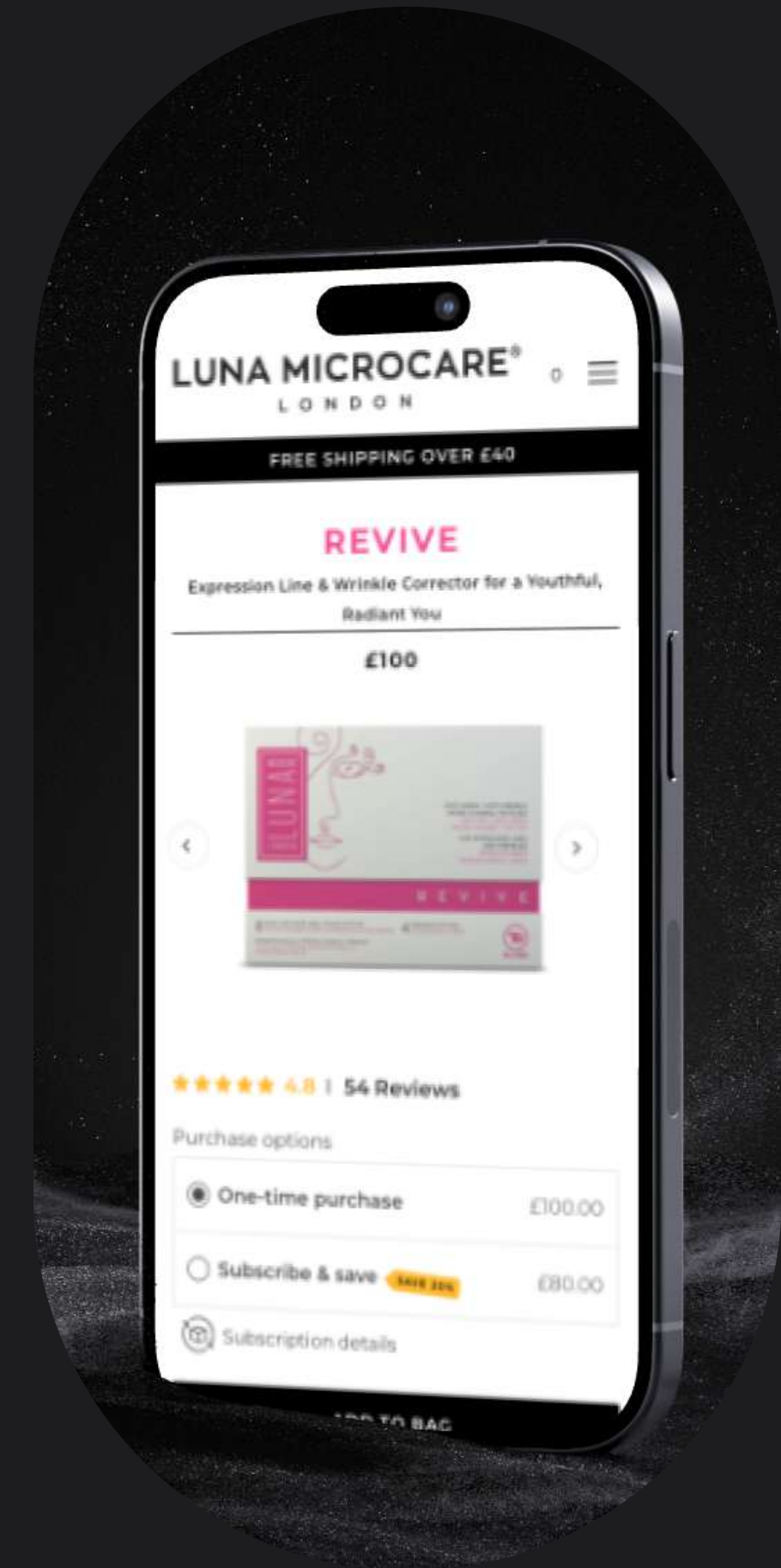




# ABOUT THE PROJECT



LUNA MICROCARE IS A HIGH-PERFORMANCE SKINCARE PRODUCT POWERED BY PATENTED MICRO CHANNEL PATCH TECHNOLOGY. I HELPED SHAPE LUNA MICROCARE'S E-COMMERCE WEBSITE REDESIGN, USER EXPERIENCE, AND USER INTERFACE DESIGN.



ROLES	DELIVERABLES	PROJECT SPESIFICATIONS
<ul style="list-style-type: none"><li>• Interaction (IxD) Designer</li><li>• User Experience (UX) Designer</li><li>• User Interface (UI) Designer</li></ul>	<p>Interaction Design: High-fidelity interactive prototypes for key tasks on desktop, mobile, and kiosk</p> <p>UX/UI Design</p> <ul style="list-style-type: none"><li>• Competitive analysis</li><li>• User surveys</li><li>• Site map</li><li>• Personas</li><li>• UI kit</li><li>• wireframes</li><li>• High-fidelity mockups and prototypes</li><li>• Usability tests and findings</li></ul>	<p>Tools</p> <ul style="list-style-type: none"><li>• Figma</li><li>• Hotjar</li><li>• Hubspot</li><li>• Adobe Illustrator</li><li>• Adobe Photoshop</li><li>• Maze</li><li>• Octobus</li><li>• Shopify</li><li>• Lucidchart</li><li>• Miro</li></ul>

# PROBLEM

Luna Microcare is a high-performance skincare product powered by patented Micro Channel Patch technology. I helped shape Luna Microcare's e-commerce website redesign, user experience, and user interface design.

# SOLUTION

The new Luna Microcare e-commerce website was designed to be user-friendly, visually appealing, and mobile-responsive. The website features a clean and modern design that is consistent across all devices. The user experience is intuitive and easy to navigate, with a focus on clear calls to action and a smooth user flow. The website effectively communicates the brand's message and the benefits of the product, using high-quality images and videos. As a result, the new website has significantly increased conversion rates and customer satisfaction.



Here are some of the key changes made to the website:

**Redesigned layout and navigation:** The website was redesigned to have a clean and modern layout with a clear hierarchy of information. The navigation was simplified and made more intuitive, with a focus on making it easy for users to find what they are looking for.

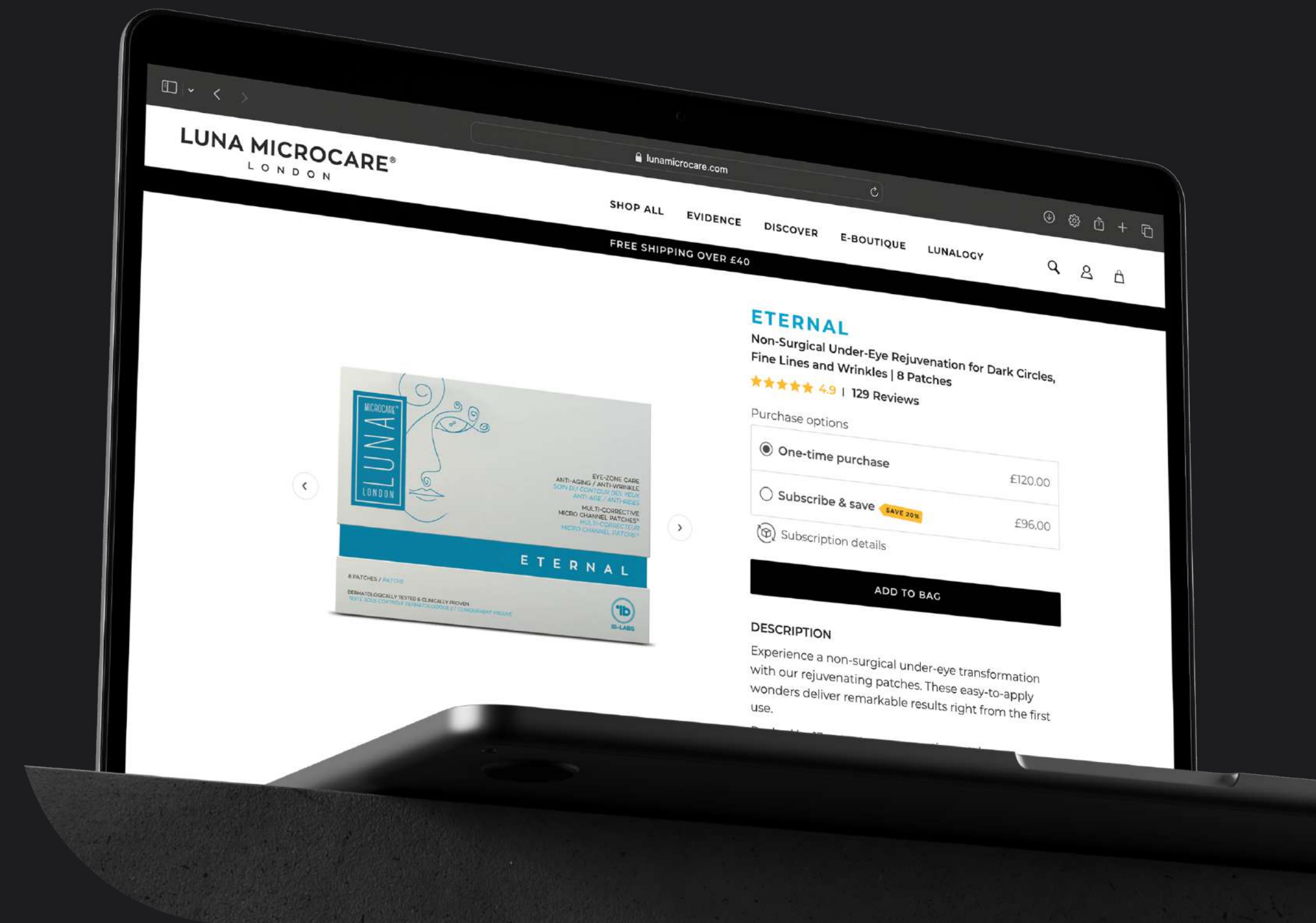
**High-quality imagery:** The website features high-quality images of the product and its benefits. The images are used to showcase the product in a realistic and appealing way.

**Videos:** The website features videos that explain the product and its benefits. The videos are engaging and informative, and they help to differentiate the product from the competition.

**Testimonials:** The website features testimonials from satisfied customers. The testimonials help to build trust and credibility, and they encourage potential customers to try the product.

**Mobile optimization:** The website is now fully mobile-responsive, meaning that it looks and works great on smartphones and tablets. This is important as more and more people are shopping online using their mobile devices.

As a result of these changes, the new Luna Microcare e-commerce website has significantly improved the user experience and conversion rates. The website is now a valuable asset to the company, helping to drive sales and grow the business.



# COMPETITIVE ANALYSIS

	LAMER	AGUSTINUS BADER	DR BARBARA STURM	ZITSTICKA	111SKIN
Responsive Design	Yes	Yes	Yes	Yes	Yes
CTAs	Many	Moderate	Moderate	Many	Many
Community Aspect	Moderate	Low	High	High	High
Discount	Moderate	Low	Low	High	High
Quality of Products	High	High	High	High	High
User Research	Various methods	User surveys and interviews	User surveys and observation	User surveys and interviews	User surveys and interviews and focus group
UX Design	UX Design principles and guidelines	UX Design principles and guidelines	UX Design principles and guidelines	UX Design principles and guidelines	UX Design principles and guidelines
User Feedback	Various methods	Various methods	Various methods	Various methods	Various methods

# PERSONA

Based on research findings, I created a persona who represents the target user of the website and their needs and habits. This helped me to empathize with the end user on the remaining steps of the design process.



## CHARLOTTE

**AGE:** 35-45      **GENDER:** Female      **LOCATION:** London, UK  
**OCCUPATION:** Finance Analysis      **INCOME LEVEL:** HIGH

**SOCIAL STATUS:** A modern and well-groomed woman with an interest in luxury consumption

**Appearance** Charlotte is a woman who cares about her beauty and grooming. She likes to wear make-up and follow new trends.

**Personality:** Charlotte is a successful and ambitious woman. She works hard to succeed in her job. She is also sociable and friendly.

**Problems:** Charlotte struggles with signs of aging such as under-eye wrinkles, smile lines and forehead lines. She is looking for an effective solution to get rid of these signs.

**Objectives:** Charlotte wants to find an effective solution to reduce under-eye wrinkles, smile lines and forehead lines. She wants this solution to be luxurious and reliable at the same time.

**Comments:** Charlotte has tried different methods to reduce the signs of aging. However, she did not get the results she wanted. Charlotte thinks that micro needle patch technology could be an effective solution. However, she wants to do research to find a product that uses this technology.

**Product Expectations:** Charlotte thinks that a product using micro needle patch technology would be effective in reducing under eye wrinkles, smile lines and forehead lines. She also wants this product to be luxurious and reliable. Anya also expects the product to be easy and practical to use.

**Negative Expectations about the Product:** Charlotte thinks that a product using micro needle patch technology can be expensive. However, she can afford this cost for the product to be effective. Charlotte is concerned that the product may be painful to use.



# PERSONA 2

## ELEANOR

**AGE:** 45-55      **GENDER:** Female      **LOCATION:** London, UK  
**OCCUPATION:** Businesswoman      **INCOME LEVEL:** HIGH

**SOCIAL STATUS:** Successful and respected businesswoman

**Appearance:** Eleanor is a beautiful and well-groomed woman. She loves to wear luxury clothes and follow trends.

**Personality:** Eleanor is a successful and ambitious woman. She works hard to be successful in her career. She is also a family-oriented and friendly person.

**Issues:** Eleanor struggles with signs of aging, such as wrinkles and fine lines. She is looking for an effective solution to these problems.



**Goals:** Eleanor wants to find an effective solution to reduce wrinkles and fine lines. She also wants this solution to be luxurious and reliable.

**Thoughts:** Eleanor cares about her appearance, but she does not want to spend too much money on skincare products.

**Expectations:** Eleanor is looking for a product that she believes will be effective in reducing wrinkles and fine lines. She also wants this product to be luxurious and reliable. She would like the product to be easy and convenient to use.

**Negative Expectations:** Eleanor is concerned that the product may be expensive. However, she is willing to pay a premium for an effective product.

# USER SURVEYS

## Demographics

- **Age:** 35-45 years old
- **Gender:** Female
- **Location:** London, UK
- **Occupation:** Finance Analysis
- **Income level:** High

## Product Awareness

- 85% of respondents are aware of microneedle patch technology.
- 60% of respondents have heard of LunaMicroCare.

## Product Interests

- 90% of respondents are interested in learning more about microneedle patch technology for anti-aging purposes.
- 80% of respondents would be willing to try a microneedle patch product.

## Product Preferences

- 70% of respondents prefer a product that is luxurious and elegant.
- 65% of respondents prefer a product that is easy to use and has quick results.
- 50% of respondents are willing to pay a premium for a high-quality product.

## Overall Interest

- 80% of respondents are interested in purchasing a microneedle patch product for anti-aging purposes.
- 70% of respondents would be willing to pay up to £100 for a high-quality product.
- 60% of respondents would be willing to pay up to £200 for a premium product.

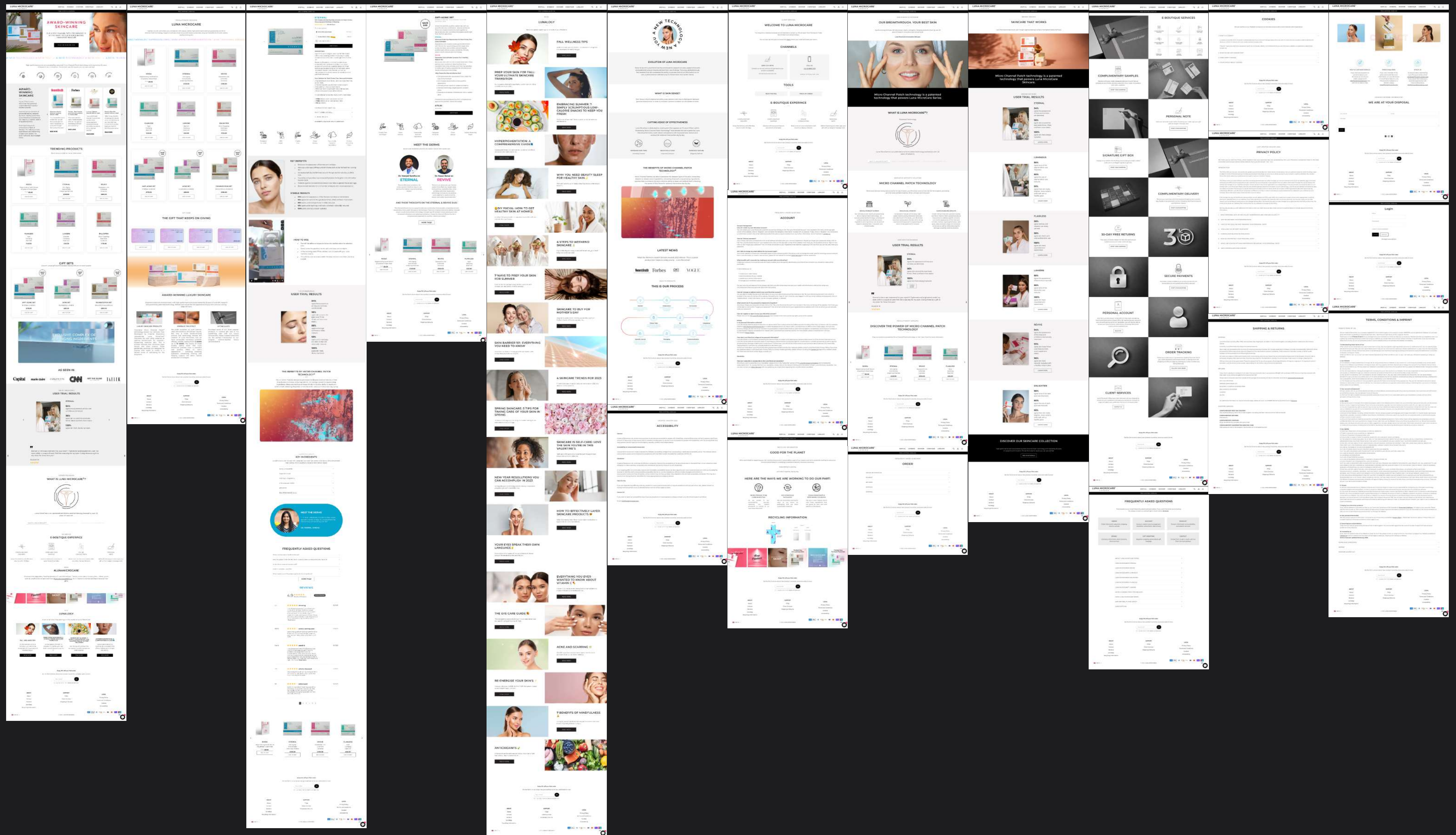
## Key Insights

- There is a high level of awareness and interest in microneedle patch technology for anti-aging purposes.
- Respondents are willing to pay a premium for a high-quality product that is luxurious, easy to use, and has quick results.
- The target audience for LunaMicroCare is well-educated, affluent women who are looking for effective and luxurious anti-aging solutions.





# WEB PAGES





# MOBILE DESIGN





# ICON SET



# GIFS



# QUANTITATIVE RESULTS

- Took charge of the overhaul efforts, leading to a **450%** surge in customer database records and a **39%** enhancement in perceived information accessibility with the updated “Luna Microcare” website.
- Increased average time spent on the page for the mobile version of the “Luna Microcare” website by **48%**.
- Attained a **90%** surge in sales within 180 days of the rebranding.



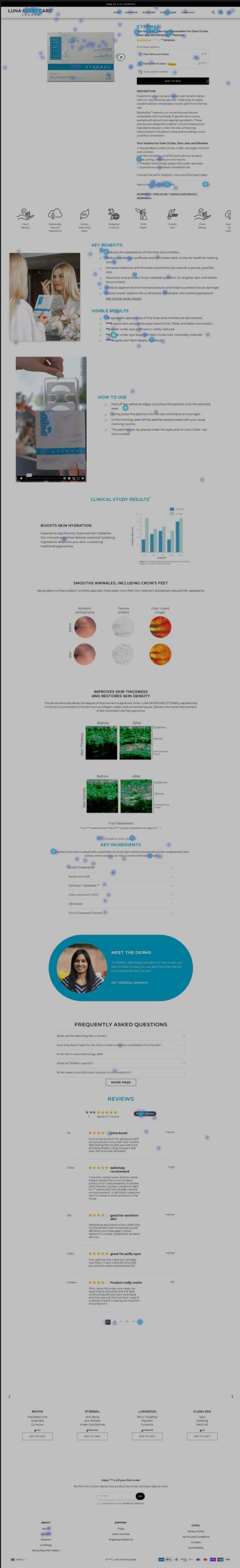
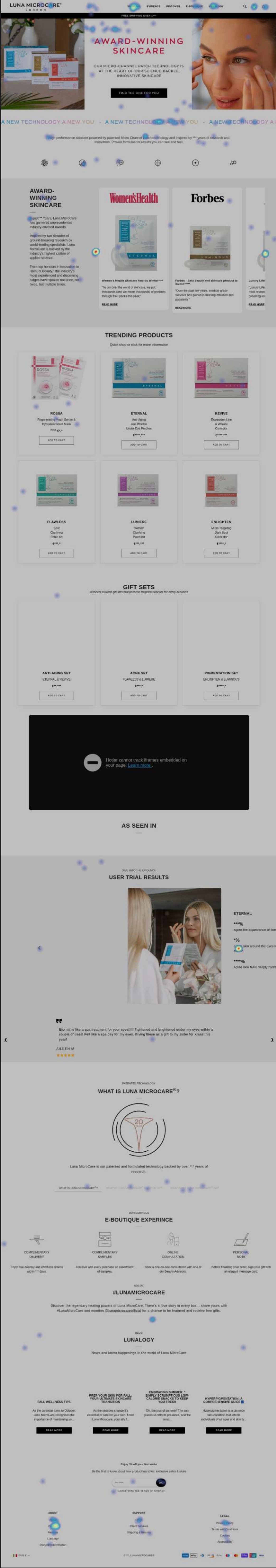
The website has become more mobile-friendly. This means more users can use the website on the go.

These results show that the Luna Microcare e-commerce website redesign was successful and increased the company's sales and customer satisfaction.

In addition to these results, the project also taught:

- Proper research and testing is the key to user-centered design.
- Each user interface component should be carefully considered to improve the user experience.
- Mobile compatibility is becoming increasingly important for modern websites.







# LESSONS LEARNED



1. **Simplifying for everyone is a double-edged sword:** Luna Microcare's micro-needle patch technology might appear straightforward at first glance, but research revealed varying levels of understanding about skincare routines and advanced technology among users. Catering solely to "ease of use" could leave some users feeling unchallenged or unsure about the product's effectiveness.
2. **Copy matters more than ever in complex domains:** Explaining the science behind micro-needle patches and their benefits in clear, concise, and jargon-free language is crucial. Terms like "micro-channel" or "transdermal delivery" might require further explanation or visual aids to resonate with users who aren't familiar with them.
3. **Balancing innovation with familiarity:** Luna Microcare introduces a novel approach to skincare. However, drawing clear parallels and highlighting familiar aspects of other skincare routines (e.g., patch application) can bridge the gap between the innovative and the familiar, easing user apprehension and encouraging adoption.