



17

App Design- Dsgn 361
Riley McGaff

What:

- 1) 17; 17 Beauty; Beau17;
- 2) This app is one that helps both promote Boots' 17 cosmetics line, while also offering opportunity to learn how to find more styles that fit the user's personality.
- 3) 17 is a cosmetic line geared towards girls mostly in the age range of 14-19, but also younger teens who wish to look slightly older. They are a company based in the UK. Competitors are Maybelline, TeenVogue, and NYC (New York Color).

Why:

- 1) The goal of this App is not only to promote 17, not through the actual sale of items via this app, but rather, continuing with their marketing style, offer ways for younger women to have their style and fashion match their inner styles. In essence, help girls find ways to look how they want to, using 17 makeup.

Who:

1) Scenarios

Rachel is a senior in high school who love fashion, she always looks fashionable. Her senior prom is in a week and she finally found a dress she just adores, but can't figure out quite what to do with her makeup. She needs to figure out a style and color set that matches with her dress, which she goes to 17 for.

Celene is an art student who just started college and has a date to go on. she really likes the boy and really wants to look good, and really show a part of herself through her appearance. She doesn't often wear makeup, so she needs tutorials to help her out to look how she wants.

Emily has been dating the same boy since she began highschool and is now a sophomore in college, and is getting married in a few weeks. Though Emily usually has a certain style of fashion in her

everyday life, it doesn't really fit with what she wants her wedding to be. She has styles in mind but needs some help to do so, and some inspiration.

- 2) This app would be discovered through a couple of routes, the first advertising would be probably somehow incorporated with the items that are purchased, as well as when searching online there most likely would be a web blog/pinterest style site to accompany it. it would get used on the go, in stores to see how various new products could be used, and potentially at the home setting.

How:

- 1) Personalization, Camera/Video, Cloud Storage
- 2) The social aspect of this app will be mostly the ability to share and create one's own tutorials, as well as share results, and commenting on said videos/pictures. there would also be a following option so that one could find styles they like and continue to get new tips and tricks.

Distilled:

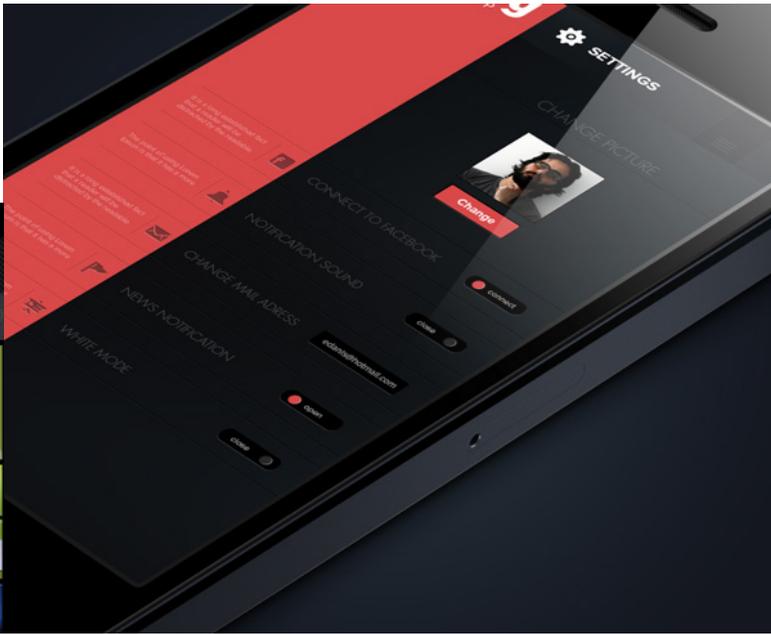
17 is an app that allows you to find styles you like, and learn how to do them yourself, as well as be introduced to new, and even old, 17 Cosmetics products.

Content:

i want to have videos and picture tutorials for looks and new things, i want photos of inspiration, i have categorization dependent on survey you fill out, i want product section, i want profile so as to share said things. i want the ability to see how a color looks on varying skin tones.

Word List:

Beauty	Eyes
Help	Lips
Tips	Hair
Tricks	Skin
Cosmetics	Nails
Eccentric	Crazy
Colorful	Strange
Stylish	Rainbow
Runway	Halloween
Wedding	Special Occasion
Fun	Everyday
Useful	Model
Happy	Hobby
Variety	
Video	
Photos	
Inspiration	
Tutorial	



NAILS just
GOT GRITTY

New Rock Hard nail effects available **NOW!**

Checking OUT my curves?

Doll'd Up mascara in stores **NOW!**

NYC NEW YORK COLOR

HOME : NYC MOMENT : NYC TIPS & TRENDS : PRESS BUZZ

PRODUCTS FACE : EYES : LIPS : NAILS : TOOLS

ABOUT : STORE LOCATOR : NEWSLETTER : PROMOTIONS

SEARCH NYC

NYC'S MAKEUP ARTIST More tips & trends

NYC TIPS & TRENDS

TIPS & TRENDS

- Face
- Eyes
- Lips
- Nails
- Q&A



Eyes: HOW TO STYLE YOUR LINE?

Bored with classic eyeliner effects?

Let's **customize the classic** line according to your mood and your taste.

Try out the 3 hottest trends spotted and explained by our makeup artist directly from the runways. With the **NEW NYC HD Felt Tip Liner**, styling your line is easier done than said.

HIGH DEFINITION LIQUID EXTRA BLACK

SIGN UP FOR OUR NEWSLETTER

GET THE LATEST NEWS FROM NYC NEW YORK COLOR!

HOT DEALS ON YOUR FAVORITE NYC PRODUCTS
LATEST TRENDS
THE BEST BEAUTY TIPS

Sign up now

WHERE TO BUY

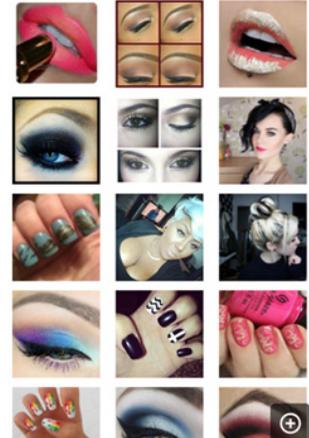
FIND YOUR NEAREST STORE

Find Stores

Beautylish

PRODUCTS TALK VIDEOS PHOTOS

POPULAR LOOKS HAIR EYES LIPS NAILS



Beautylish

ARTICLES PRODUCTS TALK VIDEOS

POPULAR MAKEUP FRAGRANCES SKINCARE HAIR

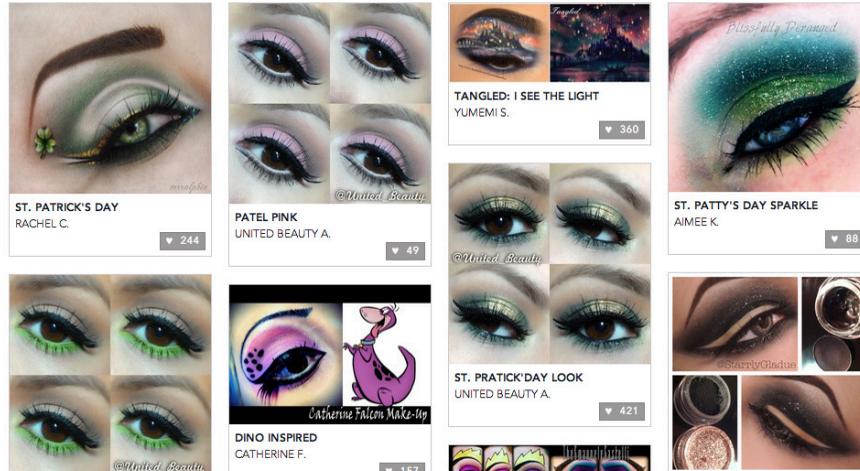
- Urban Decay **Naked Palette** Eye Sets ★★★★★
- eos **Lip Balm Smooth Sphere** Lip Balms ★★★★★
- MAC **Lipstick** Lipstick ★★★★★
- Dermologica **Overnight Clearing Gel** Moisturizer ★★★★★
- Too Faced **Better Than False Lashes** Mascara ★★★★★

All Photos > Eyes

NEW ON BEAUTYLISH: ANASTASIA

COMMUNITY EYES

SORT BY: POPULAR FILTER BY: Looks Hair Eyes Lips Nails



- ST. PATRICK'S DAY**
RACHEL C. 244
- PATEL PINK**
UNITED BEAUTY A. 49
- TANGLED: I SEE THE LIGHT**
YUMEMI S. 340
- ST. PATTY'S DAY SPARKLE**
AIMEE K. 88
- ST. PRATICK'DAY LOOK**
UNITED BEAUTY A. 421
- DINO INSPIRED**
CATHERINE F. 157

BEAUTYLISH

PRODUCTS EYES HAIR TALK ARTICLES

POPULAR LOOKS HAIR EYES LIPS NAILS

SUGARPILL COSMETICS PRESSED EYESHADOWS

1 2 3 4 5 6 7 8 9 10 11 12

CHOOSE & COLOR

\$12 **ADD TO CART**

DESCRIPTION

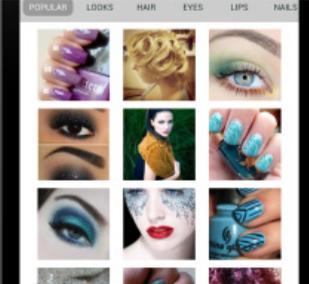
Sugarpill Pressed Eyeshadows are lightly pigmented and velvety smooth for easy blending and stay-on power.

Choose your favorite shade to achieve the perfect look.

CHOOSE YOUR COLOR!

TAUPE ROSE AFTERBURN SKYDIVER PINKFLAME FLAMBOYAN LILAC ANTIPOLODAME BALLETPRINCE

POPULAR LOOKS HAIR EYES LIPS NAILS



17 MAKE-UP SONGS
PRESENTS **MERCEDES**

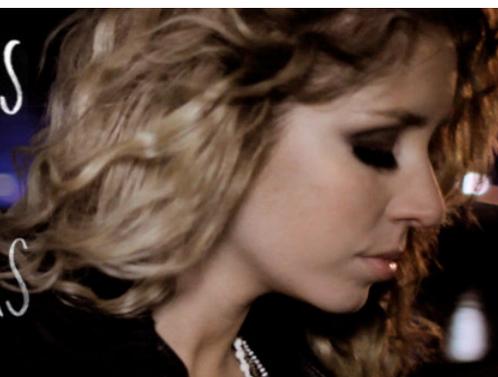
CHECK OUT HER
NEW MUSIC VIDEO

A close-up portrait of a woman with dark, curly hair and dramatic eye makeup, looking slightly to the side.

17 MAKE-UP SONGS
PRESENTS **BECA**

A black and white photograph of a woman with blonde hair singing into a microphone.

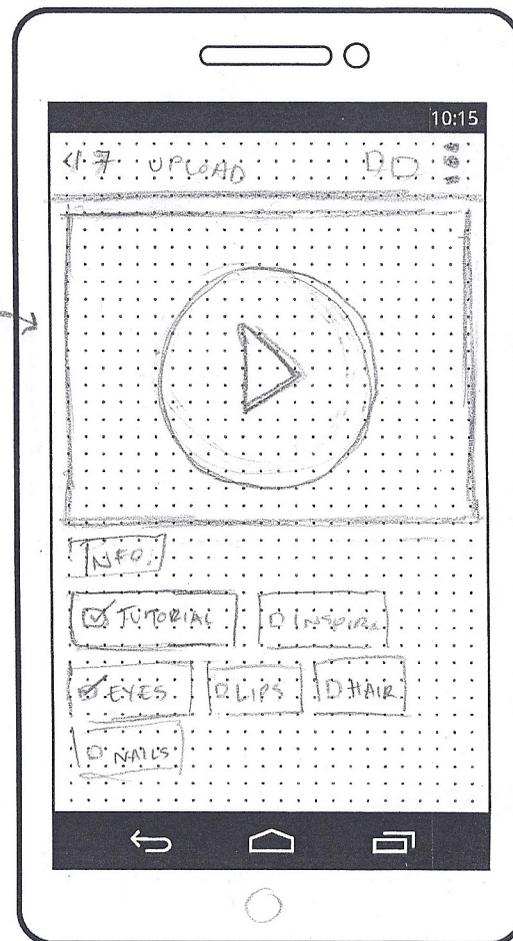
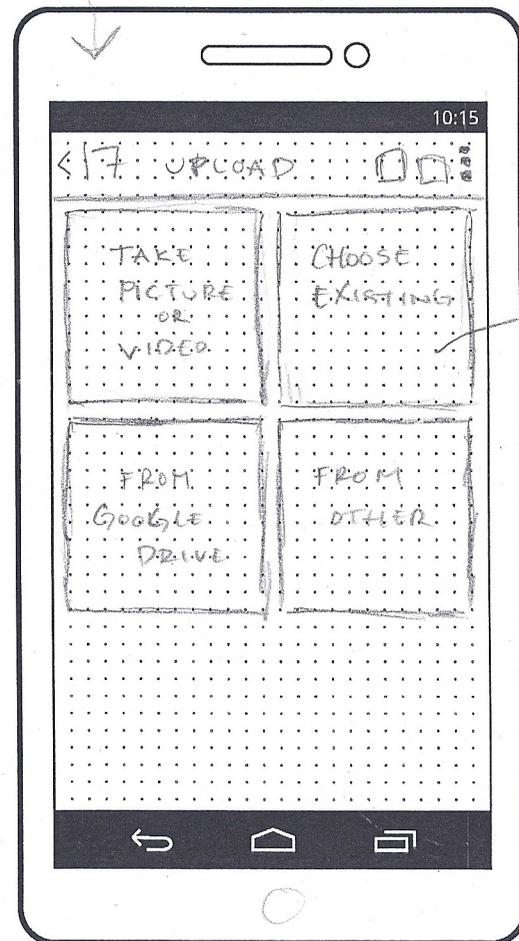
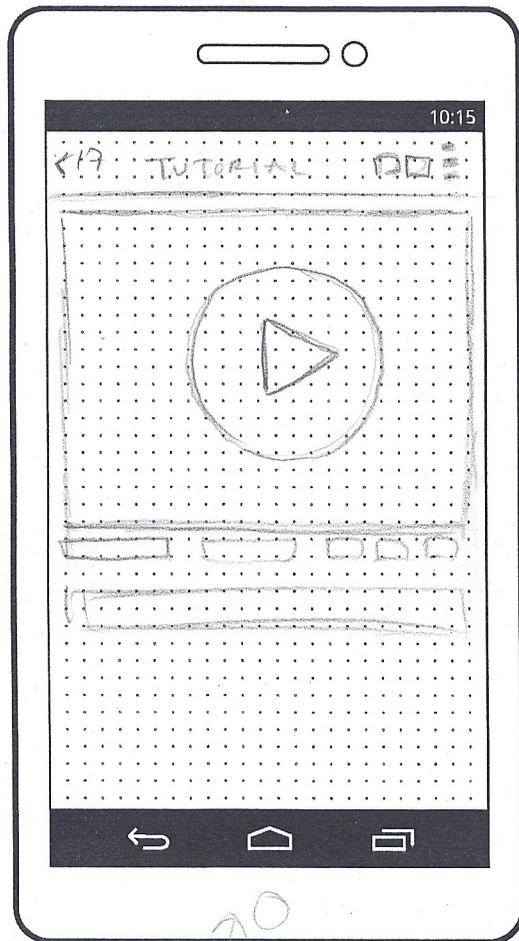
17 MAKE-UP SONGS
PRESENTS **ESMÉE
DENTERS**

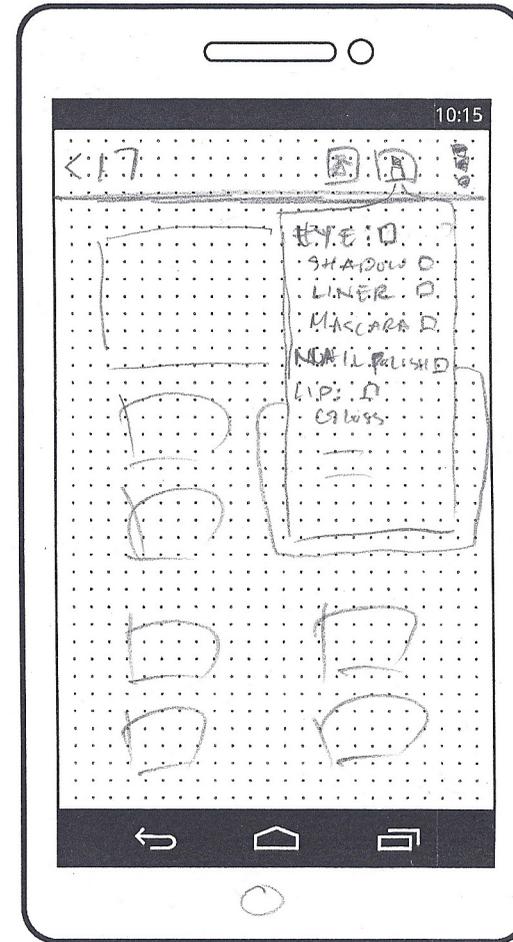
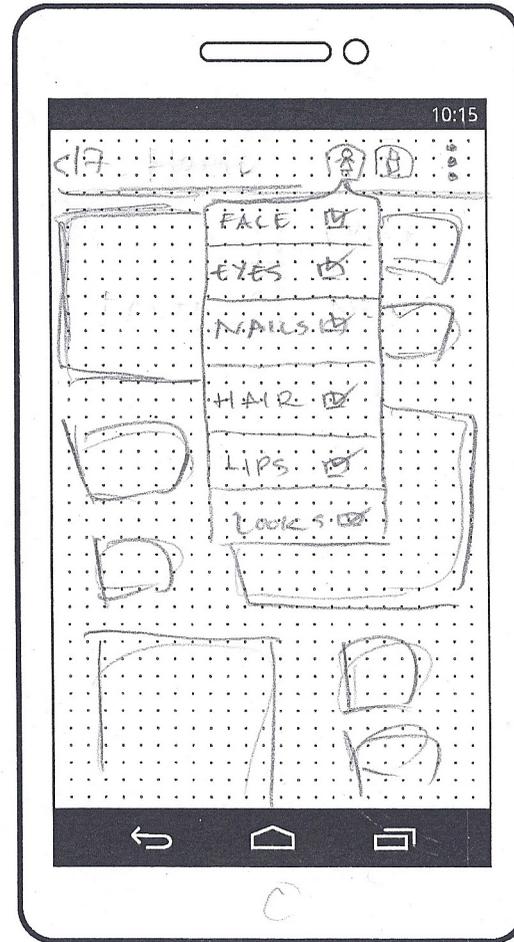
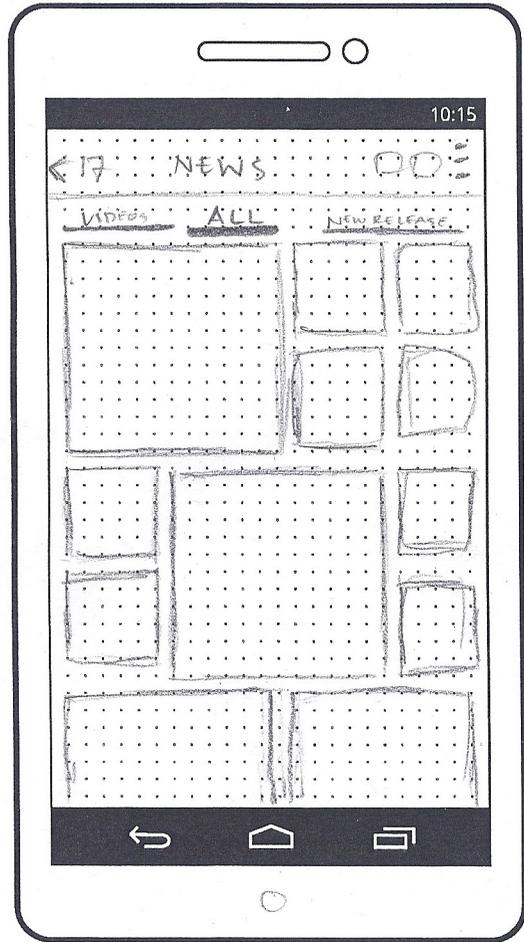
A profile shot of a woman with blonde, wavy hair, looking down.

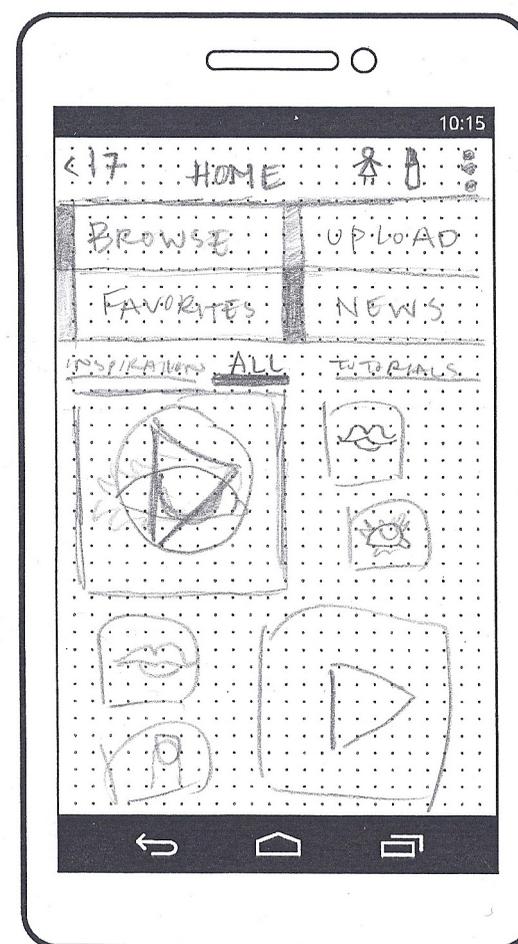
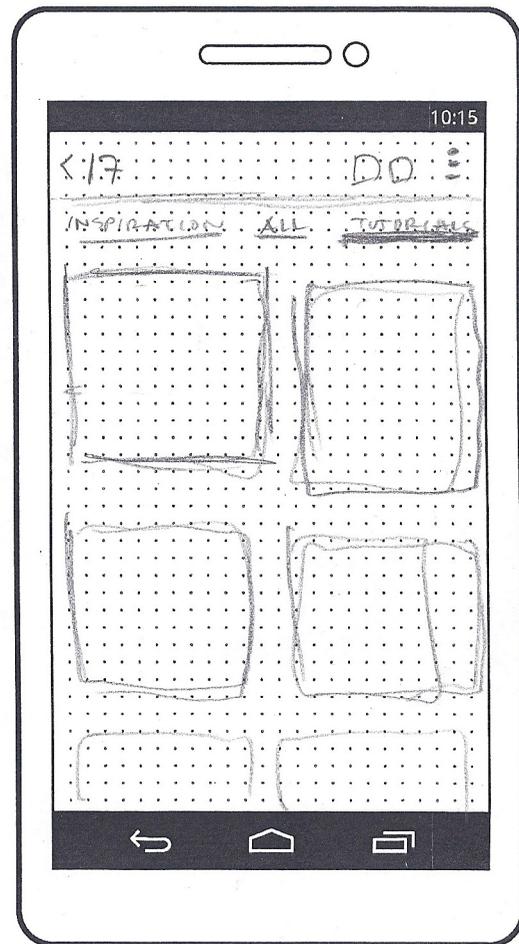
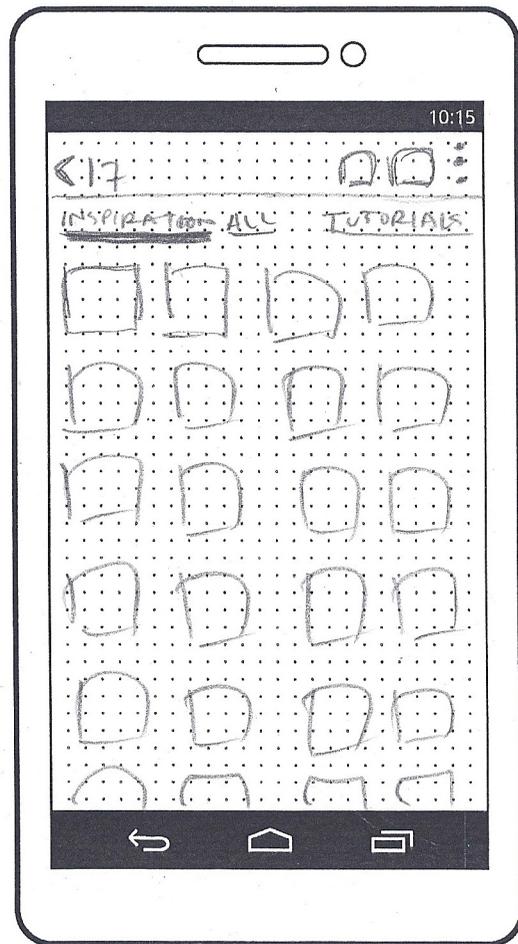
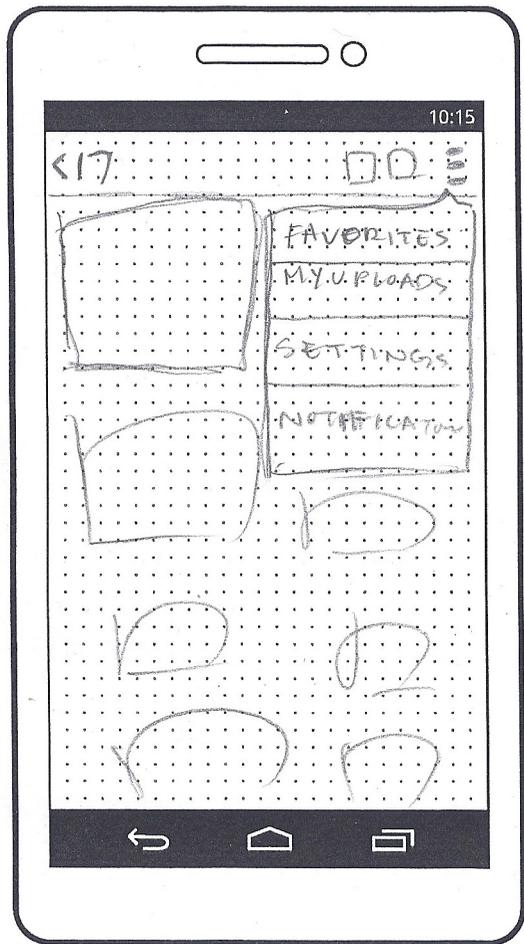
**TATTOO ME
EYELINER**

GET THE LOOK WITH
17 MAKE-UP TIPS

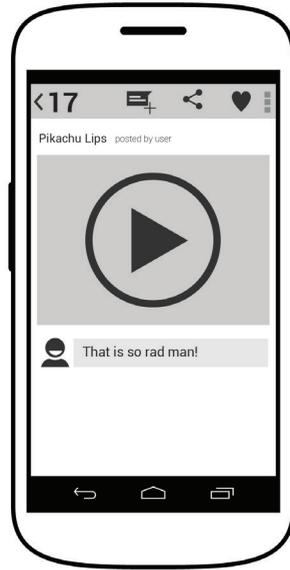
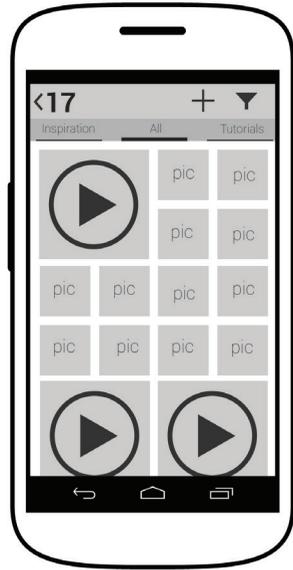
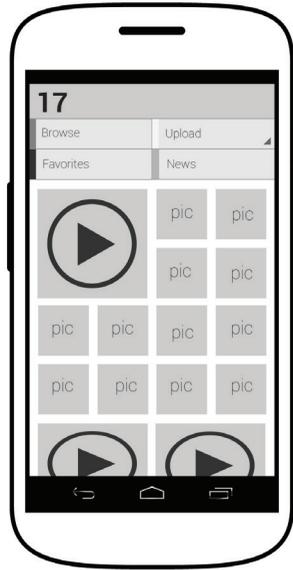
A photograph of two women smiling and laughing together, one with a visible tattoo on her shoulder.



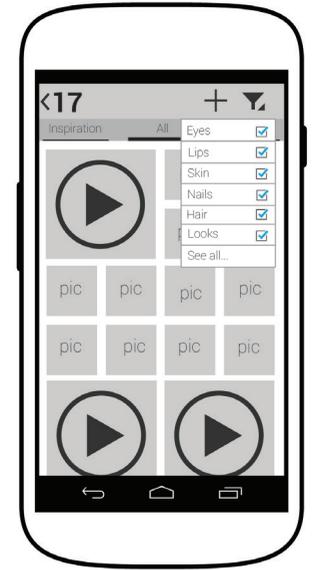
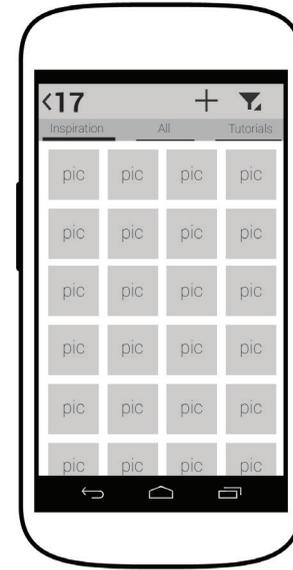
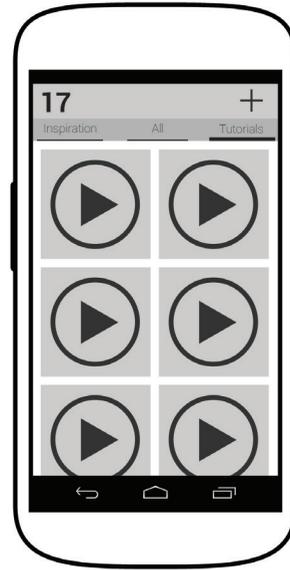




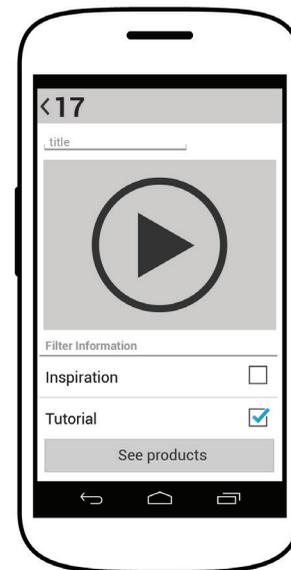
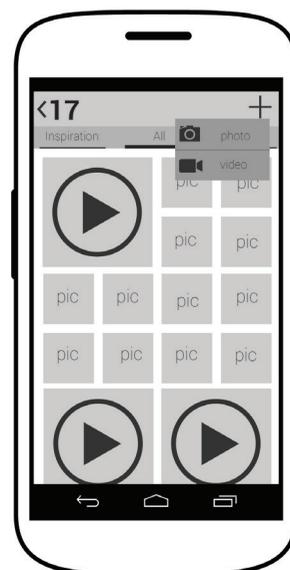
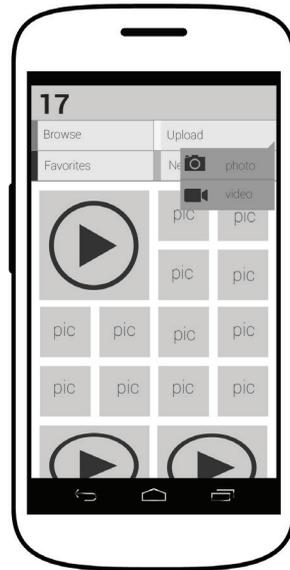
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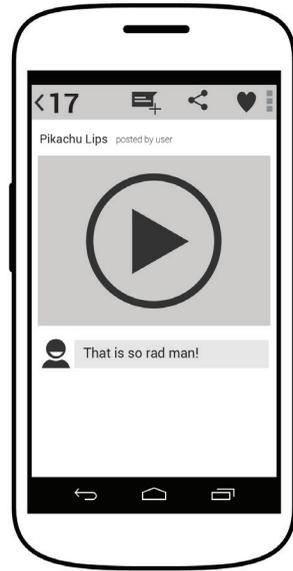
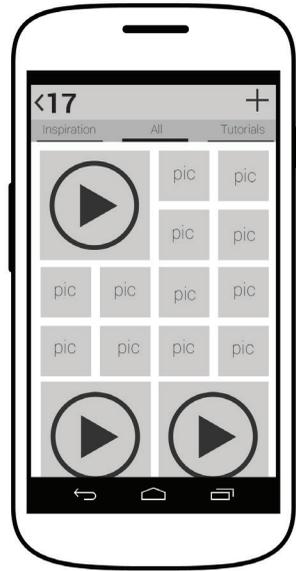
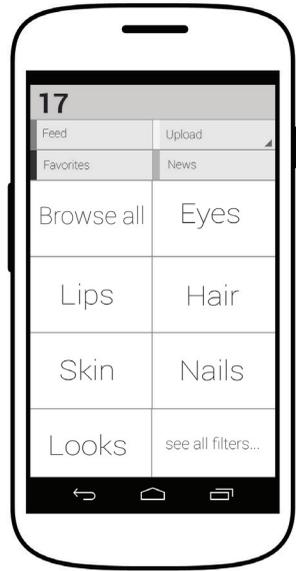
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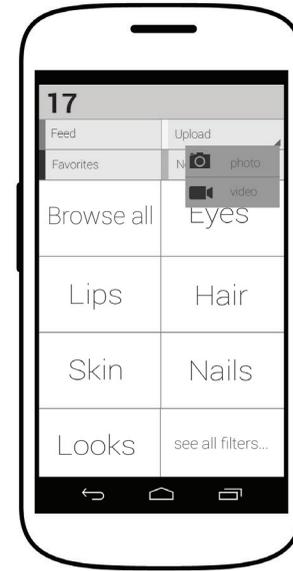
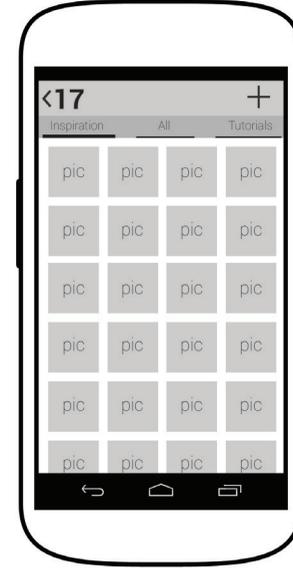
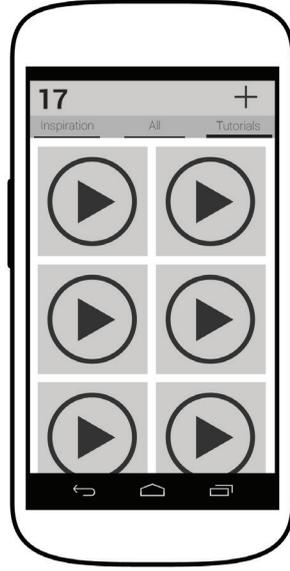
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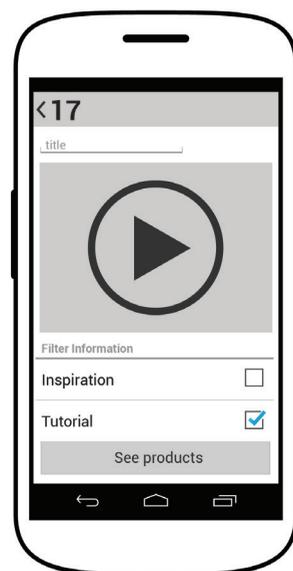
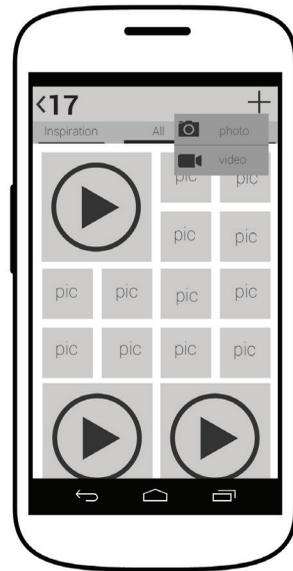
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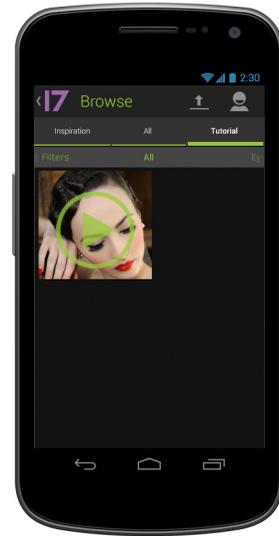
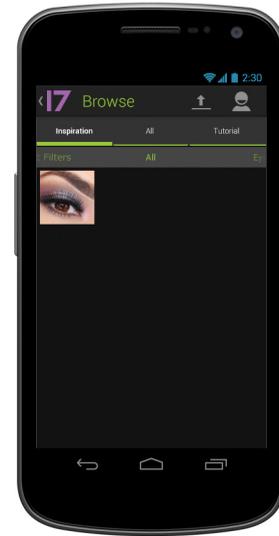
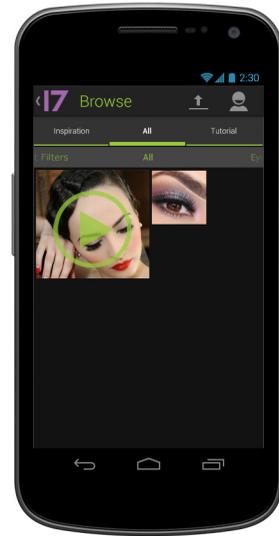
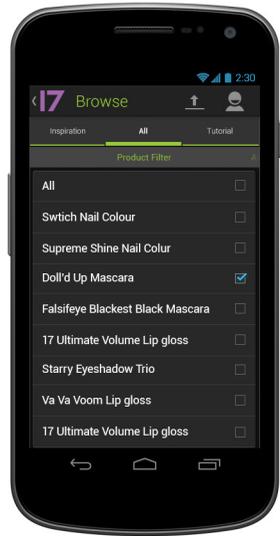
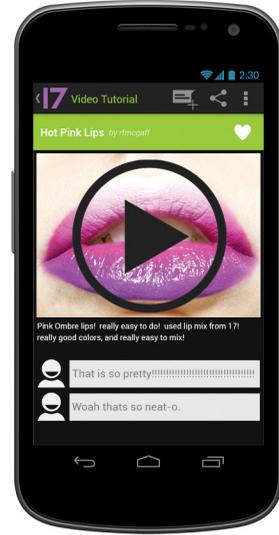
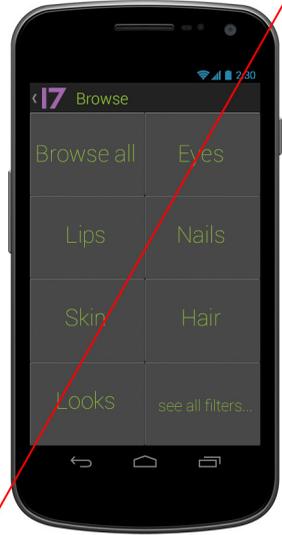


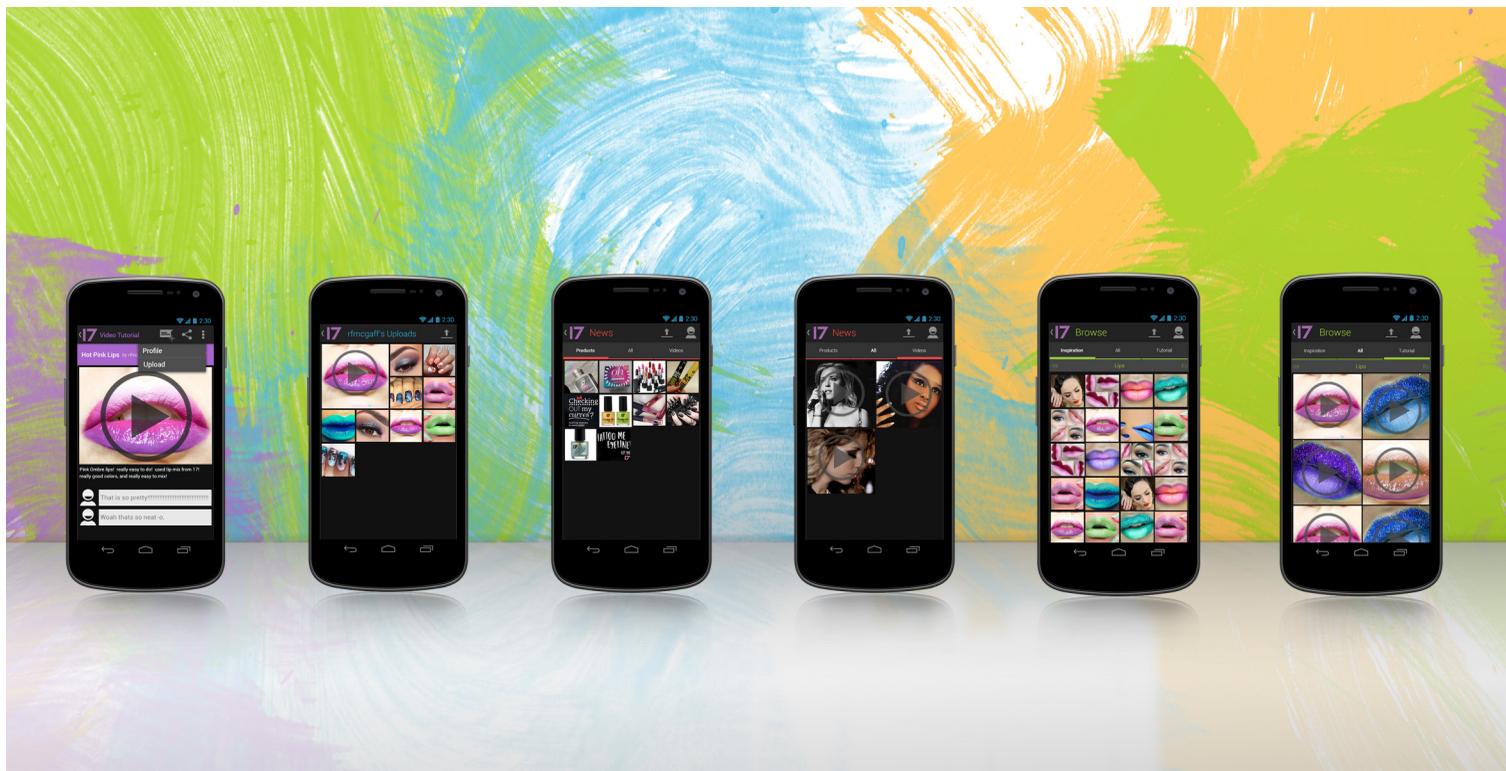
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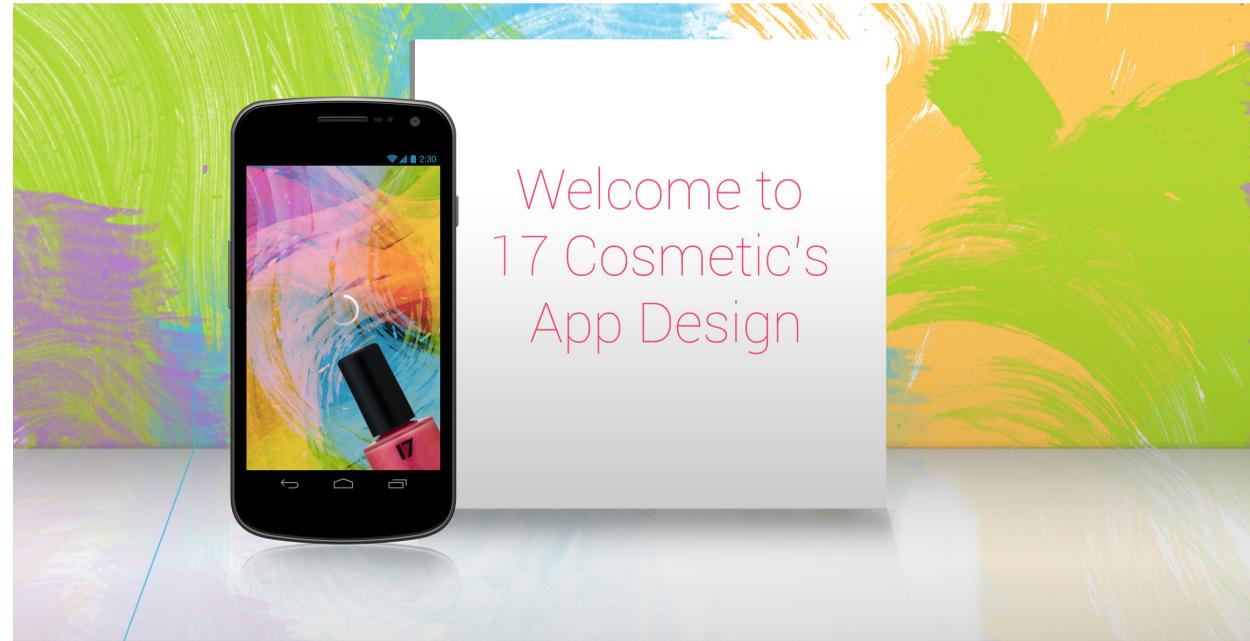


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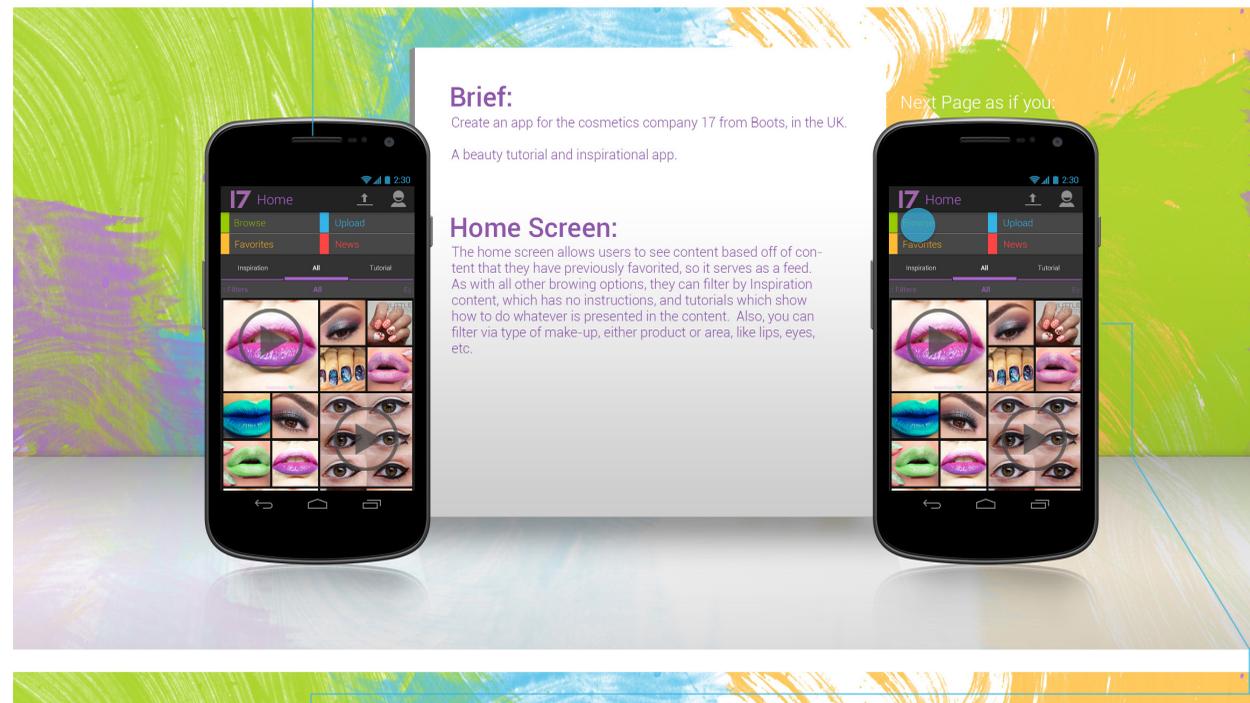








Welcome to 17 Cosmetic's App Design



Brief:

Create an app for the cosmetics company 17 from Boots, in the UK.
A beauty tutorial and inspirational app.

Home Screen:

The home screen allows users to see content based off of content that they have previously favorited, so it serves as a feed. As with all other browsing options, they can filter by Inspiration content, which has no instructions, and tutorials which show how to do whatever is presented in the content. Also, you can filter via type of make-up, either product or area, like lips, eyes, etc.

Next Page as if you: