

# Kpibucare

MA Web design & Content planning

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Major project final report

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# **Concept**

## **Twitter description**

A website providing information about skincare, different skin types, skin structure and how to make Korean face masks at home.

## **Elevator pitch**

Many people always have concerns about their skin. We just don't say it or show it, but we inevitably see our skin when we look in the mirror or put on makeup, and if our skin condition is bad, we naturally become concerned. However, to improve your skin, you have no choice but to change your skin care at home or spend a lot of money to go to the dermatologist. Most people only know these two methods. However, there are other methods besides these two methods. This is a face mask you can make at home. Korea is famous for homemade face masks. Many Koreans make their own face masks at home. Also, Koreans are famous for having good skin, so young people advertise Korean skin care secrets by posting them on social media.

## **Identify problems**

Nowadays, many people take care about their skins. Going to dermatologist is a good way to get better skin condition but it costs a lot of money and I think it's a bit of a waste because there are more other ways to improve your skins without spending a lot of money. Also, if you go to dermatologist frequently, it doesn't mean that the facial skin will get better in the meantime. Of course, the skin will get better but it will take a long time. The fastest time will be at least 1 year to get the facial skin recovered and it might be harmful and dangerous for the skin so not a lot of people go to dermatologist. This is true because on one of the social media platforms someone has posted a post that the dermatologist has ruined their skin which will lead them to stress, depression, and waste of money. So, I thought it would be a great solution to create a website about Korean face masks for people who received more bad skin from dermatologists and even from skin care products. This is my individual thought, but I think before people make face masks, buy skin care products, and go to dermatologist, I think people need to know which skin type they have and know the characteristics of each skin type. After knowing all this, I think it will help a lot of people with how to treat and care their skins for the future and won't make them waste money.

## **Solutions**

The solutions I have come up from the problems that has been identified above is to create a website about introducing Korean homemade face masks in more detail and introduce more variety of face masks that haven been not introduced. Also, looking at competitors' websites I have discovered that the explanation is not simple. So,

after seeing that, I decided to make the website simple so that even beginners could easily follow and make face masks.

## ***Cultural and business context***

### **Swot analysis**

SWOT analysis refers to a management technique that finds strength, weakness, opportunity and threat factors in memories or individuals and establishes a marketing strategy based on them. In other words, analyse the internal environment of a company to discover strengths and weaknesses, analyse the external environment to find opportunities and threats, and based on this, leverage strengths and eliminate or reduce weaknesses, actively utilize opportunities, and suppress threats, or develop marketing strategies. It means establishing.

The components of SWOT, strength, and weakness are internal environment analysis. Identify the strengths and weaknesses compared to the competitors. compare and analyze the company's strengths and weaknesses with those of its competitors to see what the company can do with its relative strengths in the future market and how it can complement or defend its relative weaknesses. This is the stage of analyzing. Identifying who our competitors are or which products or services are our main competitors.

Opportunity and threat are external environment analysis. List opportunities and threats for growth and profit by considering the status and changes in all macro and micro environmental factors. Identify future market opportunities and threats based on the situation that competitors are in and their feasible strategies. When analysing opportunities and threats from the market environment, social, economic, financial, political, and legal competitive environments must be carefully analysed. The important thing at this stage is to analyse the market environment objectively and specifically.

The need for SWOT analysis is clear because it is an analysis tool developed to analyse competitive companies grouped according to similar competitive methods and strategic positions as a part of industry analysis in business strategy. SWOT analysis has a wide range of applicability, and its usefulness is recognized and widely used in marketing to explain competition. The fundamental idea is to check the strategic fit between the company's resources and capabilities and the external environment through its core capabilities. It can be said to be a kind of competitive capability evaluation evaluated in the relationship between the environment and internal capabilities. Depending on the competitive method and strategic position, each group has its own key success factors for success in competition.

### **Strength**

The goal of this project is to create a website about making Korean facemasks at home, about each skin type and skin structure. I know my website will help a lot of people who has problem and stress with their face skin. Nowadays Europe people are interested in Korean people's skins because currently K-pop artists are becoming famous in Europe and south Asia countries. As BTS is one of the famous

K-pop artists as boy group and black pink is one of the famous K-pop artists as a girl group. When these two artists come to Europe and south Asia for world concert. People takes a lot of pictures of them and takes a video of them too. Then they post pictures and videos of what they took on social media. So, on social media these posts got popular, and people started to get interested in their skin conditions because even they wore thick makeups on their face people could easily see that Korean artist skin is very flawless and very clean. After, people started to search for Korean skin care and how Korean take cares of their skins so Korean face mask has become popular and some people have found out that you can make face masks at home with ingredients that are easily found in supermarkets and on online store too. but there aren't many contents about making Korean face masks so I think my final project website will help a lot of people who are willing to get better skin conditions, who are already interested in Korean beauty and who are willing to get a new hobby to get rid of stress they have because making facemasks is quite fun.

### **Weakness**

The weakness of this project is that because Korean facemask is already famous. As I mentioned above because of K-pop is getting famous in different countries people's interest generally goes towards Korean people and towards Korean people skin and beauty. Because people's interest towards Korean people skin care and beauty, Korean cosmetic products are becoming popular too. This is true because Europe people and other country people goes on holiday to Korea and buys a lot of cosmetic products and skin cares that they have searched before going to Korea. Then, people who has channel on YouTube or other social media, they post a video of Korean cosmetic products and introduces them which gets a lot of attention and then people's interest generally goes towards Korean skin care and face mask. So, some people post a video of making Korean face masks on the famous and popular social media which is YouTube. This means that a few people already know about Korean face masks and knows how to make face masks at home which I'm a bit worried about because as website is about Korean face masks, some users might not use and look at the website as they already know how to make Korean face masks without visiting my website.

### **Opportunities**

The opportunity of this project is that although some few people know about making Korean face masks and how Korean people care and treat their facial skin, they might only know a few or little amount of Korean face masks. My website will have a variety of different Korean face masks that are not common. Also, some websites only have basic Korean face masks, but I will include Korean face masks that were not known, and I will include Korean face masks for different skin types as well because all people don't have the same skin type. There are lots of skin types such as neutral, oily, dry, combination and sensitive skin types. There are websites about different skin types, but they don't provide sources for how to care and treat for

different skin types so in my website I have decided to include contents for skin care for different skin types and contents for which Korean face masks for different skin types as well. when I first came up with this idea for my final project, I searched on the internet to see the competitors for my website, and I found out that some websites have contents about making face masks at home but that's it. So, I decided to include contents of skin structure because I think it would help people before following and making Korean face masks at home it would be a good idea for people to learn and know about skin and then make Korean face masks so people will get knowledge about making face masks and facial skin.

### **Threats**

The threats are the competitors. As Korean singers and Korean dramas became more popular overseas, people's interest in Korean people's skin naturally increased for a while. Korean people are famous for having good skin and are said to take good care of their skins.

There is a lot of information on the Internet about home-made face masks and how perfect Korean people's skin are, so there may be many sites like my website. There are videos on YouTube about Korean skin, such as making Korean face masks and Korean skin care. So, my goal is to create a website for people who are interested in skin care or someone who are interested in Korean face masks, Korean skin and for people who wants to get better skin condition than now, and therefore the competitors have come across as a threat to me.

### **Competitors**

Koreans are famous for having good skin, so if you look on the Internet, you can find some information about face masks that Koreans make at home and face masks that Koreans use. So, I will choose some site on the internet and talk about the website and talk about my thoughts about the site, what is similar, what is different, what the design is like, and what the information is included. Below are the competitor websites.

1. <https://www.self.com/gallery/9-easy-diy-face-masks>

The website is like a blog post website. This website does not have a single theme. Like a blog, there is information about beauty, food, fitness, lifestyle, health, etc. And the author of the post is not the same person, there are multiple people who wrote posts.

The common thing with my website is that the website is about self-management. My website is about skin care about facial skin, and this website has information about not only the face, but also the body, health, food, etc. So, there are good things about having a lot of information, but I personally feel a bit disappointed because it is focused on many things rather than just one thing. Since this is a website that provides so much information, it would have been nice to have a clean and simple

overall design. However, the colour of the text is black on a white background, so it looks neat in terms of colour. However, the layout is not neatly organized, and it gives a bit of a messy feeling when looking at the website at first sight.

The logo is also written in simple black letters, which is very simple. The inconvenient thing is that as you scroll down the page, ads keep popping up, which is making the scrolling not smooth and feeling interrupted. I think this problem will be very inconvenient for users when they are using the website on their phone or desktop.

2. <https://www.klook.com/en-PH/blog/home-beauty-hacks-face-masks/>

The website is a blog post website. As it says at the top of the page it's a blog post.

Perhaps because the website is a typical blog site, one post among the many posts on the entire site is about Korean face masks, but there are only 8 types of face masks. It says that the last post was edited in 2020, but it hasn't been updated even after 3 years. Although there are only 8 types of face masks, the ingredients and explanations are well written, and photos and videos are also attached, this is good for me as a user. If the explanation is too long, you can follow along by watching the video. However, the downside is that no video is displayed. The video cannot be played because it is private. Since it's a blog post and you can always edit it, you can quickly fix it if you find that the video doesn't work, but if you don't find it, you will leave it as it is, so other users may be confused when they see it. So, in some ways, I personally think that having a video isn't necessarily a good thing because it might cause a problem and slower the site overall.

In terms of design, the site feels exactly like a blog site, perhaps because it is blog-style. There are not particularly important colours used, just black text on a white background, so I don't think it will grab users' attention at first glance. When I first saw it, I felt exactly like that. I wasn't particularly interested in the design and thought it was a bit boring for me to look at, it just felt like an ordinary site.

The difference from my website is that I have colours. The background colour is not white. I chose the colours with the theme that the website will match my colour theme that was in my mind, and I didn't attach any video. Instead, I wrote detailed instructions on how to make a face mask, making it easy for beginners to understand. Since there are so many types of face masks, I thought it would take a long time to load if I attached the video, so I didn't include it for various reasons.

3. <https://bestkbeauty.com/homemade-face-masks/>

This website has more information about face masks than the two sites above. If you look at the list, there is information on red skin, eczema skin, and face masks that brighten the skin. Below the face mask title, photos of the face mask ingredients are attached side by side, and there is an explanation of how to make the face mask below them. However, the explanation on how to make a face mask is written in



paragraphs, so it is difficult to read. The recipe of the content should be simple, and easy to read so that users will want to follow along. However, if the instructions are long, they may become confused when making it the face mask. Then, there is a high possibility that the face mask will fail if the ingredients are incorrectly added, which will worsen the skin on the face.

The colour used is orange on a white background for the title. I think white and orange gives a warm feeling, so I think using orange in the title was a good idea. Also, a beige border box was created in the photo and a white border was added to it. Using beige colour gave the site a much warmer feel and went well with the organic keywords. But the problem is that the background of the site is white, so it feels like something is missing overall. If you look at the photos and content separately, they fit together, but if you look at them all together, they don't fit together, and I think they play out a bit separately. I think it's a bit under-finished in terms of design.

The logo design of this website is too hard to read. Overall, if you look at the logo at first glance, the writing on the logo is very difficult to read because the word is not equal in line. Also, the colour of the text in the logo is not the same; some text is green, and some parts are white. The background colour of the logo is dark green, so the green text is difficult to read. Furthermore, I think they chose the wrong font for the logo. 'E' and 'A' look more like shapes than letters, so people with disabilities may not be able to read the logo well. I think it would be more eye-catching and prettier logo if they have created logo with the website name with a different font, colours and without enclosing the logo in a circle. I felt the logo was disappointing in many ways. Moreover, the logo size is different between the mobile and desktop versions. The mobile version has a larger logo, which I think is a good point. Overall, the website was normal, there was good points and bad points and lastly, I think the logo is one of the important parts of a website.

## ***Commodity***

### **Target audience**

From the first time I thought of this idea, I decided that my target audience would be all countries except South Korea, but I happened to see it in the media, and Europeans were curious about how Koreans take care of their skin, so I decided to set it to people who live in United Kingdom. I have decided the age at 15-30+ years old and both genders. I have set the age from 15 because although the ingredients for the face mask is not harmful or dangerous for the skin, at the age of 10-15 years old the skin is still developing, and layer of the skin is still weak to put on the facial skin. Moreover, for the gender, I have decided to target my website for both genders, male, and female. This is because although females are more interested in facial skin as they put on makeups, and they like to take care of their appearance than males. The reason I decided to target male is because nowadays some males like to

take care of their appearance and are interested in beauty such as facial skin. I have a male friend who has redness on his facial skin, and he had stress with it. So, I introduced him to Korean face masks, telling him that it is not harmful as the ingredients are natural ingredients and safe. The audience I want to attract first is people who are naturally interested in their skin. So, in further meaning, people who are stressed with their skins because of dryness, spots, and redness etc. Also, people who usually take care of their appearance such as people who are interested in beauty and who put a lot of makeup on their faces.

## **User journey**

A user journey map is a visual representation of all the processes a user experiences while using a product or service. You can seize opportunities for improvement by understanding the user's experience in depth, such as how the user thinks, feels, and behaves, what they like, and what they find difficult, rather than looking at it from your perspective. Furthermore, innovative products and services can be created. By looking at the entire user experience process, we can help users have a better experience from a larger perspective.

User journey maps come in many different forms. In most cases, the stages the user experiences are expressed chronologically from the left at the top, and the emotional state the customer experiences is expressed at the bottom. You can identify the user's inconveniences and strengths and find points of improvement. First, you need to decide on the appropriate type of user journey map you will use.

### **Step 1: Prepare materials**

Prepare data obtained through observation and interviews.

### **Step 2: Identify your users**

Decide who you want to draw and clearly define which user or user group to target.

### **Step 3: Write down the key steps**

Write down all the journey steps the user experiences. Write it down on a port-it note so you can move it. Arrange the steps in chronological order and check that this order is correct. You can also put detailed steps under the main steps. In some cases, you can use a method that better represents the user's experience rather than chronological order.

### **Step 4: Identify touchpoints**

For each step of the journey, write down what the touchpoint is. A touchpoint is a point of contact where a user interacts with your product/service. These are all the moments when a user experiences a product/service. This includes physicality, contact with other people (face-to-face or remote), and communication channels. For example, social media, computers, text message, websites, and advertisements etc.

Step 5: select the elements you want to draw on the map

Just decide on the elements you want and draw them. Usually, at each stage, the user writes down what they do (actions), how they think (thoughts), how they feel (feelings), and their experiences. Write using the terminology used by users.

- Write down the actions taken by users.
- Write down what the user is thinking.
- Write down how the user feels.
- Write down what the user experiences.

Step 6: Derive improvement points (opportunity)

What are the inconveniences users are experiencing? How can I improve this? Write down my ideas for providing a better experience to my users.

My user expectations were users to get access to well organised, extensive, and condensed Korean face mask knowledge in a single website. Also, my motivations about the website were that the users will be willing to learn about the latest and greatest variety of face masks method right now for their skins and getting interested in learning more about this sector.

### **User experience**

UX (User Experience) refers to all experiences a user feels and thinks while using a service or product. UX design is designing and executing the processes necessary to create products that deliver meaningful experiences to users. People use tools to achieve their goals, and companies provide better tools in many ways. It can be an intangible application or a tangible vehicle. Among many tools, smartphone applications are still one of the most important UX that has a great influence on people's lives.

When designing UX, don't think about what you can do as a supplier, but what kind of experience you can give to users. Define what users want (why) and find out what features they need to do so (what). And specifically design how users use the tool (how). There are various design methodologies, but in essence, you create, observe, and improve by yourself while constantly iterating why, what, how.

Designing an experience requires understanding the user. Humans are motivated to achieve goals, perceive information using the five senses, understand information through the brain, act to achieve goals, and feel emotions in all these processes. To understand these complex reaction steps, you can't just think of your users as mere objects of scrutiny, you need to empathize deeply with them and want a better experience just as much as they do. Sometimes there are times when you understand the steps in detail analytically, and there are times when you intuitively sympathize with the overall thoughts and feelings. UX designers must understand people from both the big and small perspectives.

The goal of UX design is to develop and improve a product through strategic design to provide an environment where the target audience can have the best experience from the first step to the last step.

Successful UX design requires a deep understanding of your users' wants, needs, and values. And as any designer knows, a good user experience cannot be defined in one single factor. The individual interaction between users and products is an area of unique potential, and every design has a different goal.

Before applying data to UX design there are two research methods, it is necessary to decide which data to use. This is because the characteristics of all data are different. Data can be largely classified into qualitative data and quantitative data according to their characteristics. Considering that the classification of qualitative and quantitative evaluation is generally determined by the type of data collected, its meaning is mixed with that of qualitative and quantitative data.

Qualitative data is collected through methodologies such as observation or interviews. It is easy to grasp areas such as motivation and emotion of users who use the interface. The collected data is structured and organized and analysed, which is greatly influenced by the experience and skill of the researcher. Qualitative data yields an understanding of the motivations, thoughts, and attitudes of people.

Quantitative data are measured through methodologies such as experiments or questionnaires. It can be expressed in numbers, such as the number of clicks, dwell time, and number of errors, and it is also possible to create new indicators through calculations. If there is a certain environment, it is not affected by who measures it. However, it involves the process of inferring the meaning of a number.

The key differences between quantitative and qualitative research are in the data they deal with and the questions they answer where quantitative research focuses on numbers and statistics to answer 'what', 'where' and 'when', qualitative research broadly looks to words and meaning for the 'why'.

#### Phase 1- Discover

UX research is the process of observing and analysing customer attitudes and behaviours. Here, qualitative research is in the form of direct contact with each customer to ask and receive answers, and to grasp the context of 'attitude' about how and why they feel that way about a specific situation or problem. Quantitative research, on the other hand, surveys many customers or measures their log data to prove facts about the 'behaviour' of when, what, and how much real customers did.

I have been making various difference types of face mask packs for a long time, so I have no worries about how to make them. And since I didn't keep making just one type, I have no problems or worries about the types of face masks. But as I don't know what kind of website the users want and what to include on it, I'm going to collect some data.

## Survey

Surveys a great way to collect important information. It allows to ask specific questions about what people are searching for or get feedback on a specific design and see if it meets the needs of the target audience. Surveys may collect certain information such as yes/no answers, ratings, and other definitive answers that may be combined and analysed. Also, it is used to obtain more qualitative information and these indicators. Some of the questions for the survey was have you tried face masks before? Have you ever had concerns with your facial skin? What kind of facial skin problems do you have? Have you heard of Korean face masks? Did you know that Korean people's skin was quite famous in Europe and people were curious of how Korean people treat their facial skin? Do you have any hobbies? Do you create things with your hands? I have asked this question because as the website is handmade Korean facemasks, users will have to use their hands to make face masks.

## Phase 2 – Define

### Empathy map

From the results collected from the interviews, I am going to use empathy map to organize the results/contents gathered from the interview. An empathy map is an easy-to-understand chart that helps designers explain everything they've learned about user types. The empathy map is divided into four domains: says, thinks, does, and feels. It helps empathize and synthesize the observations obtained during the research phase and derive unexpected insights about user needs. In the says section, I am going to write what the user said during the interview to make sure that I don't arbitrarily interrupt the content in the process of translating the user's words. In the thinks section, I am going to write down the thought expressed by users. On the other hand, if the user didn't say it, then you can write down the impression through the user's gesture, tone, and other indicators. However, when you write down their thoughts, you should be wary of making premature assumptions about users. In the does section, I am going to write about the content that describes the actions a user goes through while using the website or what actions the user engages in an associated experience. Lastly, in the feels section, I am going to write down the emotions that users express, such as anger, frustration, and excitement.

### User Persona

A persona is a rough idea of a typical user based on user research. Their profile tells you who they are and what kind of travel products or services they are interested in. When it comes to building a persona, it doesn't represent everyone's average. It's a subset of your target audience.

You may be asking yourself how to design something that will satisfy many users. If you think of users as a vague group, understanding their wants and needs becomes

very difficult and unpleasant. However, if you reduce them to specific people, it becomes easier to think about them.

#### The Initial Steps:

Usually, when creating a persona, it is best to print and use a one-page document.

#### 1. Background information

First, we need to give these personas some background information. Things like age, gender, and occupation. During the design process, you need to consider all the characteristics of people in real life, rather than just thinking about the characteristics you need.

#### 2. Name, age, location

To prevent the interference of unconscious biases, it is recommended to create a person's identity with a random name and photo through a web tool.

Choose a name that is commonly encountered around you. It is best to set the age to the age range that best matches the target of the service.

#### 3. Photos

Attach a photo to each persona to make it look like a real person.

Sites that provide free images are easy to find. Through the above method, you can create a profile without prejudice or prejudice. The basic information for the personas is now complete.

#### Narrative

The next step is preparing the narrative. To do this, it is a good idea to first conduct user research to find out the needs, problems, goals, and complaints of typical target customers. Another good option is to search for opinions and reviews of ordinary people on the Internet.

1. Motivation
2. Frustrations
3. Goals

For my project, I have created different variety of user personas to help me meet the needs of the users.

#### First user persona: Beth Jones

Beth is 22 years old, and she is a university student. Beth has a lot of interest in beauty and makeup. She likes to go to party with her friends and likes shopping too. But Beth is having a lot of stress with her academic works, so her skin is getting worse and little spots are coming up on her forehead as she is waking up all night to do her academic works. As she is already having stress with academic work, she is having a double stress with her skin condition too. One of her hobby's is listening and watching K-pop artists songs and videos so she already knows about Korean face masks and skin care, but she hasn't tried making Korean face masks because she didn't have time and her skin was in a good condition and there was no need to do anything towards her facial skin at that time. But now as her skin is in bad



condition, she wants to learn how to make Korean face masks at home, but she is having difficulties as there are not many homemade face masks for different skin types and there is no information about where to buy the ingredients. From the website she wants to alleviate stress through making homemade facemasks and get better skin conditions and wants a user-friendly website and easily find variety of facemasks.

Second user persona: Irene Richardson

Irene is 38 years old; she is a designer and has one daughter. Her daughter is 16 years old, and she is in her puberty age, so she gets spots on her face. Irene doesn't have enough money to take her daughter to dermatologists to treat her daughter skin. Irene is not familiar with Korean face masks; she doesn't know K-pop artists or any other things that is related to Korean. As she can't afford her daughter to go to dermatologist she keeps searching on internet and social media about how to get better skin, searching for skin care products for her daughter but she finds out that all the product that has good reviews and are popular is quite expensive for her so she gets depressed and feels sorry to her daughter that she can't do anything for her. But suddenly, while she was on YouTube, she saw a video of making face masks at home and that lead her to Korean face masks. However, she couldn't find face masks that matches for her daughter skin type and condition. She finds that there are content not available in a single place and not information about face masks for each skin type in detail. She wants to find a website with variety of different Korean face masks for different skin types. If she finds a website like this, she is willing to follow the instruction of the face masks and make it for her daughter.

Third user persona: Joe Lake

Joe is 27 years old, and he is a freelance model, he likes new and fun experiences. He has a lot of hobbies, and he likes to try new things and learn new skills. As he is a model, he is very interested in beauty such as makeup, and he is getting married in a few months. He wants to be the most handsome and have the best skin condition on his marriage, so he is planning to treat his skin from now on. He has enough money to go dermatologists for his skin treatment, but he doesn't trust the dermatologist as there are some rumours that people who got treatment from the dermatologists has ruined their skin more than before. So, he chooses to go and buy skincare products rather than spending money to go to dermatologists. However, he isn't familiar with his skin, he doesn't know which skin type he has and doesn't have any knowledge about skin at all. Furthermore, he doesn't have the patience to sit and search the web for too long to find out what she wants. So, he talks to one of his friends and tells her about his worries of his skin and his marriage soon. His friend is a fan of K-pop and is familiar with Korean news and beauty and tells Joe about Korean face masks and how Korean face mask is not harmful or dangerous as the ingredients are friendly and organic. He wants a user-friendly website with lots of

contents about Korean face masks and contents about skins for beginners like him who is new to this area.

### Phase 3 – Test

#### User flow

Before deciding on a website designer's blueprint, it's helpful to first decide what you want people to do and how you want them to be achieved. A user flow is a series of steps that a user goes through when visiting a website, from the landing page to other sections of the site. Understanding the path, you want your users to take will help you decide how to structure your design. Help with wireframe and prototype development. A user flow shows each step along this path. Configure user flows to show how someone can buy and check out a product or find more information about a specific topic. At this stage, I am planning to sketch the user flows of each stage, so it is easy to understand. It is a result that can easily explain the relationship of the designed solution.

### Phase 4 – Listen

#### Usability testing

Once having a working prototype, it's time to test it for usability. It's about letting people new to design experience it for the first time. Usability testing is often conducted in person or remotely. Having other people in your exact location allows to observe how people are feeling while using the web. This allows to get unbiased feedback on your designs and decide what doesn't work.

## ***Delight***

### **Colour**

When I first thought about this project, I thought of clean, soft, and warm keywords for the colours. I came up with blue, yellow, brown, green and light purple. However, as time passed, the main colour was deciding as a warm green and tone down pink colour. The reason that I have chosen these colours are because my website's main content is about Korean face mask and content about different skin types and some information about skin structure, so when you think of the keyword "skin", "organic", "clean" etc. the first colour that comes up in mind is beige and green. But I didn't choose to use beige as it doesn't match with green. So, my final colour was green and a bit tone down pink which these two colours match well. The green colour reminds of healthy and organic keywords and tone down pink reminds me of warm atmosphere. The colour contrast of these two colours is perfect as I checked with the colour contrast checker.



## **Typeface**

When designing a brand or a website, typeface is one of the important design features. For the typeface I have chosen it from google fonts. When choosing typeface, the first thing that I thought of was that it shouldn't be fancy and hard to read because as for the concept of the website I wanted to be clear and simple. Since this is a website about Korean face masks, when I thought about how to design it from the beginning, I thought it would be nice to have a website that was clean and gave a warm feeling. So, just as I chose the colour while thinking about the theme of the website, I chose the font while thinking about the theme and whether it would go well with the colour. I chose a font from Google Fonts. The font I finally chose was 'raleway'. This font was very clean and had a warm feel. When I first saw this font, if it had been handwritten, it felt like a woman's handwriting, with a delicate feel. So, I think it goes well with the colour of my website. The main colours of my website are green and a toned-down pink, which matches perfectly with this font.

## **Logo design**

A logo design is a visual symbol that represents a brand or website. Nowadays, it is a visual medium that can be encountered very naturally in our daily lives. We try to express a brand or website with a logo that contains a story and symbolic elements. The logo is ultimately the face of the brand and a symbol that builds trust with users.

I came up with the name kpibucare for the website. Kpibucare stands for Korean skin care because "K" stands for Korean and "pibu" stands for skin in Korean so all together it means Korean skin care. I thought of this name because my website is about facemasks for skin to help people to get better skin conditions by using Korean face masks. From the start of designing the logo I thought of green leaf as in my opinion the green leaf reminds me of nature, organic and health keywords which the theme goal of the website is about, and I am happy that the leaf is included in the final logo design.

## ***Firmness***

### **Hosting**

I had a lot of thinking when choosing which hosting provider will be the best for my project. I had a lot of time choosing between Bluehost and Clook. I found out that Bluehost is cheap and there were good reviews about it. About Clook, I was familiar with it because I was using it during the year when I was studying and doing my coursework. While studying I thought Clook was easy to use so I decided to use Clook as my final choice for the major project. Therefore, I have upgraded my existing account with Clook.

## **Domain**

I chose to buy the domain from Clook. I thought it would be a good idea to buy the domain from the same place as I bought my hosting platform. During the academic session, it was my first time to buy and use a domain which was Clook. For the final project I had a long time choosing the domain between Clook and Blue host, I had been searching information about these hosts and to find which hosts is the most suitable for me. Having a long time thinking and searching I chose Clook as the final domain for the final project.

## **Content management system or not?**

At this point, I have not decided whether I should use content management system or not for the website. I have never used content management system before; it was my first time to learn and how to use it during the academic lessons. There are many contents management system such as Wordpress, Web flow and Joomla and more. In the academic session I learnt wordpress from all the content management system.

Wordpress is one of the powerful content management system in terms of structure it's a little bit

The advantages of wordpress are that the theme side of it and the ability to change the look of it with the least amount of effort and energy and wordpress is an open-source platform meaning you can do your own modifications, or you can hire someone to do the modifications for you and make it work the way you want it to work another example of a content management system would be Tumblr.

The disadvantage of content management system is SEO limitations, although the SEO optimization is provided in default it is limited because content management system websites can only create dynamic websites so search engines will have a hard time to scroll down the website.

Websites that are using content management system is managed by a common server so the server can get overloaded with requests which can slow down the website to load. Also, as wordpress supports plugins and if the plugins get updated to a new version that the wordpress doesn't supports then there will be a chance that the website will break down.

## **Technologies**

I used html, JavaScript, and CSS technologies to create the website. I have used html to create the contents of the website and for CSS to design the website such as colours and layouts and other design aspects that was needed for the website. Also, I've used JavaScript for one of the designs as well. I have checked the codes for validation and both html and CSS was found no errors.

# **Prototype**

A prototype is an almost complete representation of a design. It does everything from information architecture to navigation, interactivity, important visuals, and content blocks. You don't have to have every little thing, but you should be able to access everything your users want to interact with and enjoy. Elements we want users to notice while interacting with the product are incorporated. Refers to features such as call-to-action buttons, animations, and other dynamic components. Prototypes allow you to get feedback and make changes before launch. High-fidelity prototypes are meant to be tested in the real world and to show how a product works in the real world. In contrast, low-fidelity prototypes focus more on function than shape.

## **Information architecture**

Simply put, information architecture serves as a table of contents for the service. It is a tool that shows how a web or application is structured and shows overall what functions are displayed on the screen. When designing information architecture, planners must consider three things: user, contents, and scenario.

First, users consider three main things:

1. What kind of experience does the user have before?
2. Why visit our service and what do you want to get?
3. What patterns do users show while using the service?

First, we need to incorporate existing user experiences into our service. Let's say a user enters our service. However, when we designed the structure, we planned a site with a new structure that existing users did not have. How will users feel when new components are placed in a completely new layout? The site will immediately feel difficult and complicated. This is because it is difficult to adapt to a new structure that is different from the typical site structure. Therefore, we need to design by analysing of existing users. In addition, by analysing the purpose and pattern of entering our service, we design the configuration with user convenience in mind.

There are two things in contents:

1. Is the importance of content provider-centered or user-centered?
2. Is the name recognized by the user?

As we structure and organize content, we need to decide whether what's important is provider-centric or user-centric. Let's find out what this means through an example.

If we create an application that lets you listen to music, we will make money through monthly subscriptions. In other words, subscription service is our revenue model.

Then we will display a notification or banner on the subscription so that more users can subscribe. However, such banner exposure does not provide good UX from the user's perspective. It would provide better value to users if we provided other content or information instead of a banner encouraging subscription. As such, we need to decide whether our structure will be supplier-centric or user-centric. Also, as explained previously, it must be configured based on existing experience, so familiar naming must be used. Lastly, how the information scenario should be delivered.

Information architecture has helped me during creating the website. Before starting coding, I have created an information architecture and started to think about how the websites should be structured and while creating the information architecture I pretended to be user who will using my website and what they expect from the website.

## **Wireframe**

A wireframe is a two-dimensional (2D) plan that represents the structure of each page with visual indicators such as lines, grids, and boxes that indicate where content, images, and other components will be placed. It can be high resolution, detailed or low resolution and minimalist for each page.

Many people get confused with storyboards and wireframes, storyboards and wireframes are often used interchangeably. However, storyboard is a document that describes a 'dynamic' state including changes through 'Context' and 'Interaction', as it is a term used in the video field such as movies and advertisements and has been transferred to the IT field. In contrast, a wireframe describes in a 'static' way what content and function should be contained on a certain screen. Therefore, creating a low-fidelity wireframe first to establish a large framework is better, and then gradually refine it with high fidelity wireframe by considering usability through the storyboard work, this is very efficient.

First, I have sketched a 2D wireframe on paper first. Then I planned to sketch several different wireframes and I will go back to look at empathy map and user personas when sketching the wireframe. After sketching wireframes on paper, I moved on to creating wireframe on computer.

There were many types of tools to use for the high-fidelity wireframes. First there was PowerPoint. It has the advantage of being able to draw any type of document simply, but as Ajax technology, which changes only part of the page depending on the status value, becomes more common, there is the inconvenience of manually drawing and modifying repetitive UIs, and as the number of pages increases, document management time dramatically increases. There is a downside to increasing it.

Second tool is Sketch. Repeated UI management is very simple using the Sketch 'Symbol' function, which has been the top pick of UI and UX designers for the past 10 years since its launch. With its neat UI, excellent usability, and simple services, it is a software with a broad base that can be easily utilized using only free sources online. However, it has the disadvantage of being a Mac-only software, so the barrier to entry is high.

Third tool is Figma & XD. For several years now, new powerhouses in the wireframe world have appeared that threaten Sketch's stronghold: Figma and Adobe's XD. Like the early Sketch, it is still often perceived as a designer's tool, but it has the advantage of being able to work with a single tool, from early planning wireframes to simple prototyping, and receiving feedback directly and in real time by sharing it online through a URL. For this reason, many planners are using it these days.

When using these tools above for creating wireframes the thing you need to pay attention to is that as I briefly mentioned above, there are two main types of wireframes. Lo-fidelity wireframes to outline functions and elements, and hi-fidelity wireframes at the prototyping level. All the tools mentioned above can do quite specific tasks if you take advantage of what they offer so please keep in mind that work hours will also increase exponentially. The key to wireframe work is speed.

## **SEO**

SEO means search engine optimization. First feature I have used to improve the SEO for the website is I have created an Instagram account to improve my SEO. Although there are many other social media the reason, I have chosen Instagram is because it's one of the most used social media nowadays.

In particular, the popularity of Instagram is so great that the consumption structure of the younger generation (teenagers to those in their 30s) prioritizes Instagram searches over Internet searches.

The biggest advantage of Instagram is that it makes it easy to create content. Because there are limitations on the size of photos, whether on PC or mobile, you can easily create content even with photos that are not high-quality. You can easily expose your content on the timeline by using the hashtag “#” appropriate for the content.

The importance of hashtags when using Instagram cannot be overemphasized. A hashtag is a specific word added to “#” and has a function that makes searching convenient on social media. Hashtags are the reason so many people flock to Instagram, and they are also used commercially.

For my Instagram post, I have use hashtags such 'facemask', 'Korean', 'skincare' and other more. I have used words that is related to my website theme. The downside is that in the case of famous keywords, the amount of content uploaded in

real time is enormous, so your content can easily be buried, and it is difficult to reach readers. Additionally, when a company specializing in advertising starts managing feeds through a program, it achieves results that are incomparable to manual users who upload photos one by one. Usually people ask the question, "Why are you on Instagram?" I sometimes answer, "Because I enjoy the meaning implied in an intuitive picture/short video." In addition, Instagram has become a space to express yourself and communicate with others.

Compared to other social media such as Facebook and Twitter, Instagram has a higher rate of users reacting to posts by clicking 'Like'. And it is a social media where users stay time is increasing. Other social media are gradually losing interest among users. For example, if you access Facebook and briefly check the timeline, you can go to Instagram and ask, 'Is there anything interesting?' Another advantage is that it is easier to post compared to other online marketing channels.

Favicon is SEO is important because a favicon is an icon that represents a website and is used to identify the site in browser tabs and bookmark lists. These small graphic icons serve to strengthen the website's branding and improve the user experience. In other words, a favicon is an icon that represents a website or webpage that appears in the address bar of an Internet web browser. Setting up a favicon is necessary for branding, reliability, user awareness, and visitor traffic to represent your website.

Favicon registration plays an important role in SEO. Search engines consider favicons to be an indication of a website's trustworthiness and professionalism, and websites with favicons can receive priority in search results. Registering a favicon makes it easier for search engine crawlers to identify and index the website, while also providing a better visual experience for the users.

Another feature that I have used for SEO optimization is favicon. I have designed a favicon for the website. As the logo of the website is green contrast colour, I have used the same colour that I have used for the logo for the favicon. It was designed by putting a green 'K' in a square box. Since 'K' is an important letter in my website name, I designed the favicon with only the single letter 'K'. In the end, I like it. I think it goes well with the website, perhaps because it uses the same colours as the logo.

Also, I added a link to the logo of the website for users to access the websites contents much easier and fluently. I thought if I was a user, it would be a hard work for me to press 'back' tab from the web every time I look at different pages from the website. So, I added a link to the logo so users can just click the logo if they want to go back to the home page.

Another important thing before designing a website is content. Rather than just making your website look pretty, you need to look at how much content there is and whether it fits well with the website. If the website is pretty but the content is not good, it is not a good website. Of course, if the website looks pretty to users, they will



be captivated at first sight and visit the website, but that only lasts for a moment. If there is no content while viewing the site, users will leave immediately. Users do not waste time on such sites. So, of course design is important, but the content must also be of high quality and interesting.

### Fast loading time

One of the most obvious benefits of image optimization is faster loading times. If the website relies heavily on images, properly optimizing them will significantly reduce load times. This is because optimized images have smaller file sizes and therefore require less bandwidth to load. Reducing the website's page loading times to optimize the website will increase user satisfaction, which increases engagement and impulse purchases. Faster page load times can also have a positive impact on the SEO rankings. Search engines prefer websites that load quickly, so image optimization can help give the users the speed they demand.

### Optimizing images

Optimizing the website images can further enhance the website's search engine optimization efforts. Search engines consider several criteria when ranking a website, including page load speed, image file size, and image alt tags. Optimizing the website's images can help speed up load times and ensure that the images have the necessary tags or labels to tell search engines what they are. This will help the website rank higher in search engine results, increasing the website's chances of being seen by potential users.

One of the best ways to make your website run more smoothly and improve performance is to reduce the size of your image files. Compression techniques allow you to reduce the colour, resolution, size, and size of an image without significantly reducing its visual quality. You can also optimize the file size of your images using different image formats such as JPEG and PNG. JPEG files are highly compressed and are best suited for photographic images with a variety of colours and subtle shading, while PNGs provide lossless compression and are ideal for images with fewer colours. With proper optimization, image file sizes can be significantly reduced, which can improve website performance by reducing page loading times. If the file size is large, it will take a long time for the site to load, which will cause a lot of inconvenience to users when using the site.

In conclusion, optimizing images is a key part of website performance. Taking the time to optimize the images will ensure that the website is fast, attractive, and ranks higher in search engines. Optimizing the images can also help save bandwidth and reduce costs.

## **Site performance and accessibility**

I have checked the website for site performance and accessibility for mobile and desktops. It is both checked, and the performance of the website is good, and it is accessible too.

Nowadays, consumers rely on their devices to access digital content and services, and you can see what's going on with your data when you look at your site's analytics tools. Consumers are less satisfied than ever before. And when we evaluate your site experience, we don't compare it to your competitors, we compare it to best-of-breed services that people use every day. Speed is important when it comes to user experience. When a site starts, there is a period for the user to wait for the content to appear. Until this happens, the user experience doesn't happen. On fast sites, such poor user experience rarely occurs. But on slow sites, users are forced to wait. As page resources creep in, users experience more problems. Performance is fundamental to a good user experience. If a site has a lot of code, the browser has no choice but to use megabytes to download the code the user wants. Mobile devices have limited CPU power and memory. Those devices often suffer from small amounts of unoptimized code. This results in poor performance and unresponsiveness.

## **Conclusion**

I hope that the website called kpibucare will be a great help to those which have skin concerns, those who know about Korean face masks, or those who want to make their own face masks. No matter what your skin looks like, all skin is precious. There are no such thing as bad or pretty skins. Even your skin is perfectly fine, and you want to make your skin more beautiful and healthier than now, you can check out the kpibucare website.

## **Personal acknowledgements**

Thank you for the help I had during the academic year. I learned a lot over a long period of time, although there were some difficult times, I had a lot of fun learning the process and it was a time for me to grow myself. When I first applied for this course, my goal was to learn more and grow myself through it, and I am very happy that I think I have achieved the goal. Although I still have many shortcomings, I will not be discouraged and will use what I have learned while making this project next time to develop and grow further.



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