



Live
in
Wonder

THE CHALLENGE

Personally, as a UI/UX (user interface/user experience) designer, I deal more extensively with design that is situated at the intersection of technology. In that sense Gypsy Kiss perfume design is the abstraction of the technology to the end experience for the consumer'. The focus is on experience. I hope that the learning points outlined below will still be applicable to other genres of design.

Now, on that contextual note, let me jump straight into it.

MY ROLE

Much contextual research has been done for this project. After performing a market analysis, observations, semi-structured interviews, and task analysis for Gypsy Kiss perfume, we decided to focus specifically on Gypsy Kiss fragrance purchasing process.

Online fragrance purchasing has many perceived benefits, including direct and easy access to real user reviews and a larger perfume selection than available in-store. However, our research highlighted several key gaps between the in-store and online fragrance buying experience at Sephora, with most users viewing the in-store experience as superior. Observed in-store benefits include:

- 1) A reduced cognitive load given that professional associates are able to provide suggestions based on knowledge of the perfume base,
- 2) Users may physically smell the products
- 3) Users may request samples to take home.

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Live in Wonder



Gypsy Kiss is about living in the moment.

Standing in a sunny field on a windy summer day,
blades of grass sway in rhythm with nature. Your hair dances
across your face and your clothes float around you.
You're one with the world.



Filling the air with
idealism
and happiness, the world
moves as you move.



Gypsy Kiss's soft,
teasing scent was born
to go with your flow and
follow your lead.

Take Gypsy Kiss with you
on your adventure of everyday.



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