



AU NATUREL

The Best Resource for Natural Hair is YouTube

The Latest



GUIDE

Stay Cool, No AC Required

But is it still a nice-to-have? Absolutely. [READ MORE >](#)



MONTHLY FAVORITES

Our Favorite Products: May 2021 Edition

How many different ways can our skincare routines say “it’s hot out”? [READ MORE >](#)



Inside A Dermatologist's Beauty Routine

With Dr. Shereene Idriss

[READ MORE](#)

KEEP IN TOUCH



DON'T MISS | Most Popular



THE EXTRAS

How To Be A Person Who Has Their Life Together



OPEN THREAD

What's Everyone Reading?



THE REVIEW

For Every Top Shelf, There's a Bottom Shelf



GUIDE

How Not To Mess Up Your At-Home Hair Color



THE EXTRAS

The Makeup Bags Of Glossier HQ: Extreme Makeover Edition



GUIDE

Find Your Tinted Moisturizer Soulmate



2020

# Into the Gloss

How might we use modular design + content management systems to refresh the Into the Gloss site?

Research | Experience Strategy | User Experience



## Timeline

12 weeks

## Team

Experience Strategist (Me)

## My Role

Research  
User Personas  
Experience Strategy  
Wireframes  
Modular Design System  
Design Requirements

## Tools

Figma  
Intel  
Keynote  
Miro  
Airtable



## SUMMARY

# Project Summary

### The Ask

Refresh the Into the Gloss site and place a focus on:

- Higher engagement
- Longer time spent on site
- Smoother pathing throughout the site
- A new templated and flexible system
- Fully responsive design (mobile and desktop)

### Primary Business Goals

1. Optimize the information architecture of the current site:
  - More subject areas will be added over time - with an immediate focus on Lifestyle/Tips and Tricks
2. Propose stronger organization of the subject matter structure and topics
3. Evolve the template system to better account for the types of content we want to hero more:
  - Videos
  - Image galleries
  - “How-To’s” vs. Long form articles
  - Shoppable content
  - Create a stronger merger between Into the Gloss and the Glossier sites

## MY PROCESS

# The Roadmap

# 1

### Research + Analysis

- Experience Audit
- Competitive + Comparative Analysis

# 2

### Understanding the User

- User Research
- Persona Development
- User Journeys

# 3

### Refreshing Site Structure

- Updating Site Map
- Updating Information Architecture

# 4

### Sketching + Designing

- Page Templates
- Page Zones
- Modules + Cards

# 5

### Defining Site Requirements

- Placemat CRD
- Airtable CRD





# Research + Analysis

## Experience Audit

During my Experience Audit, I identified three opportunity areas:



Poor Site  
Architecture

Ineffective Content  
Presentation

Low User  
Engagement

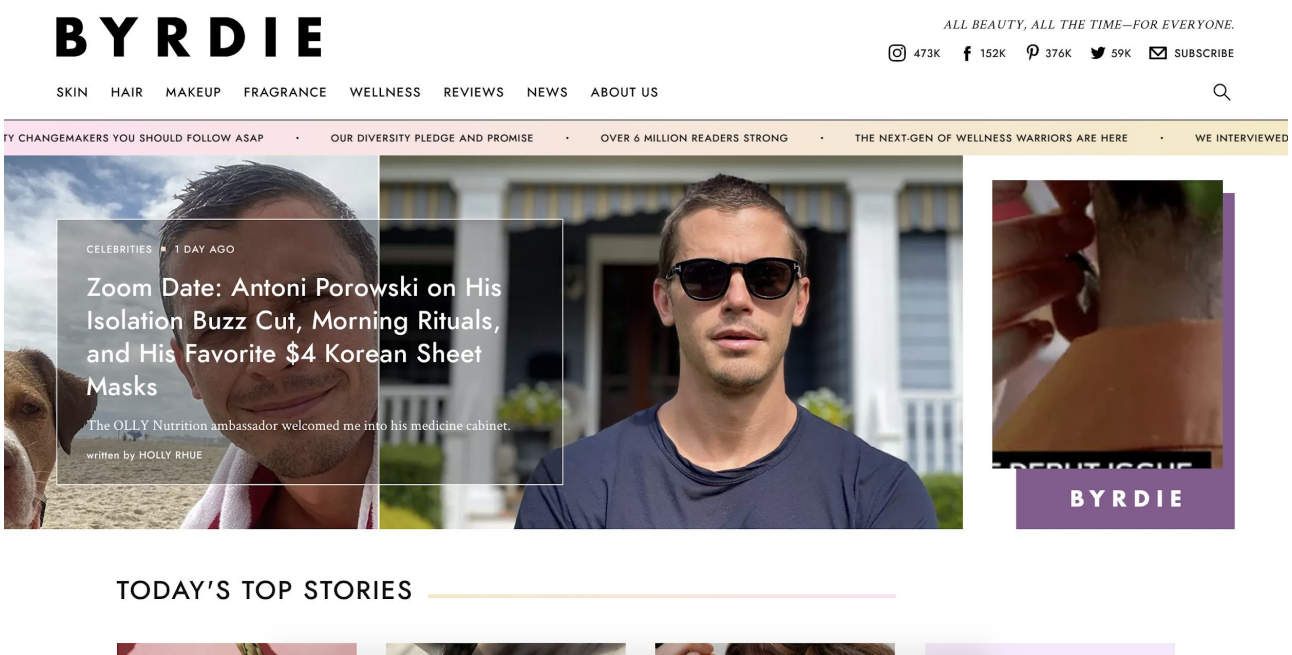
PART 1- Research + Analysis

Competitive + Comparative Analysis

I looked to competitors to see what they did well and what they did poorly as it related to the opportunity areas I noted prior (Site Architecture, Content Presentation, and User Engagement).

Competitors

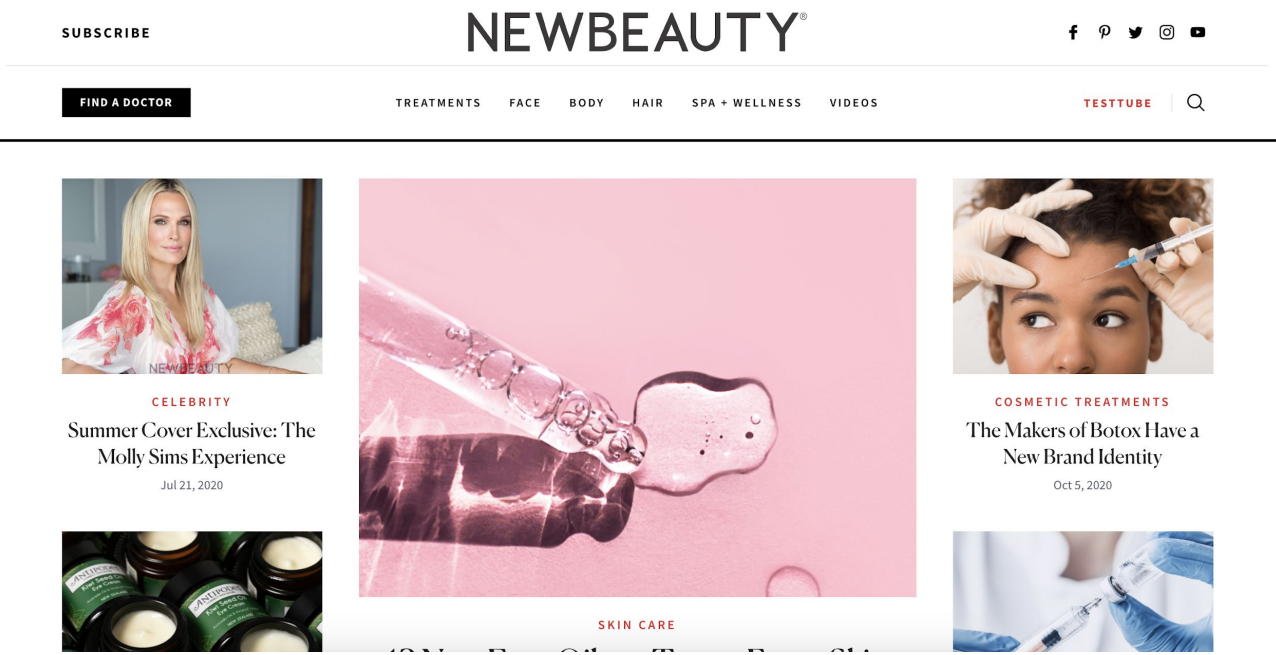
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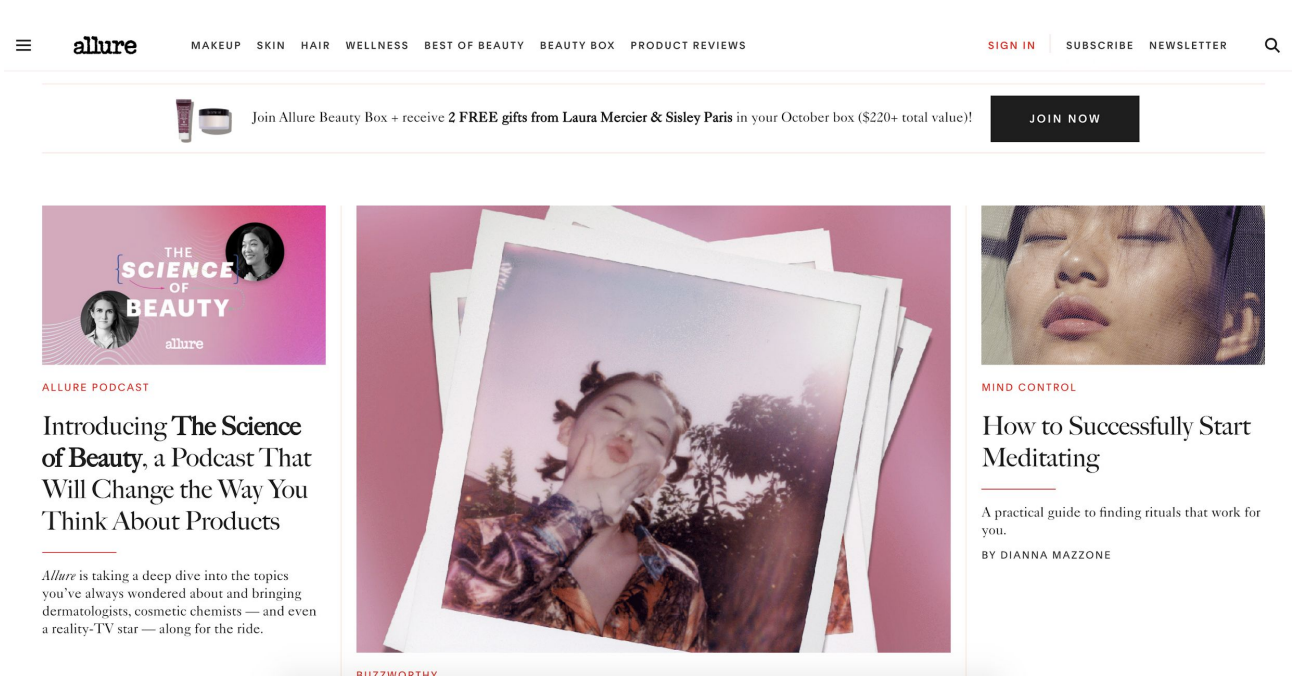
Glamour UK



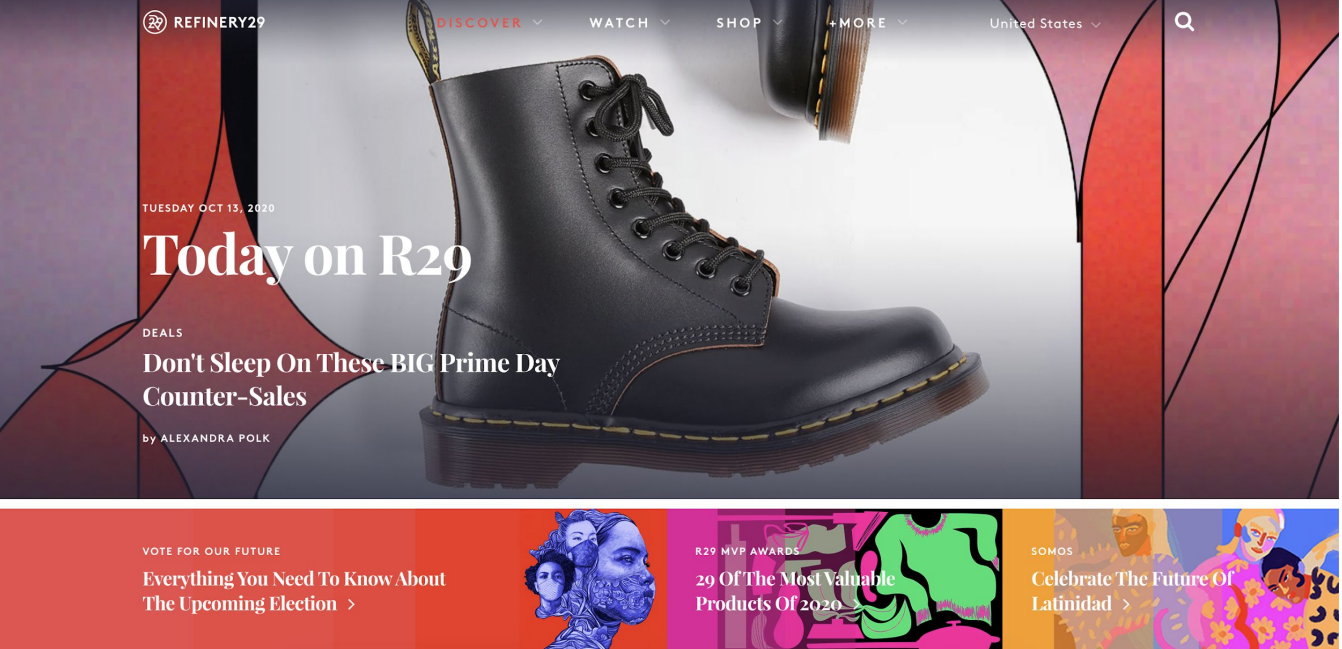
New Beauty



Allure



Refinery29





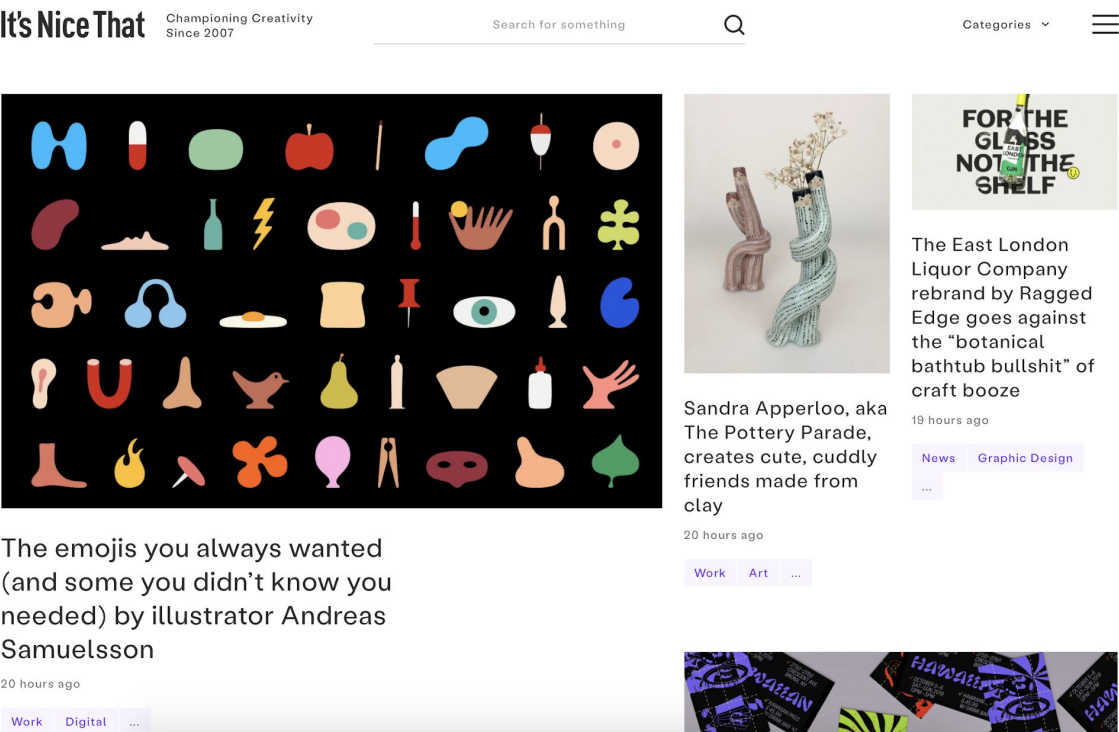
PART 1- Research + Analysis

Competitive + Comparative Analysis

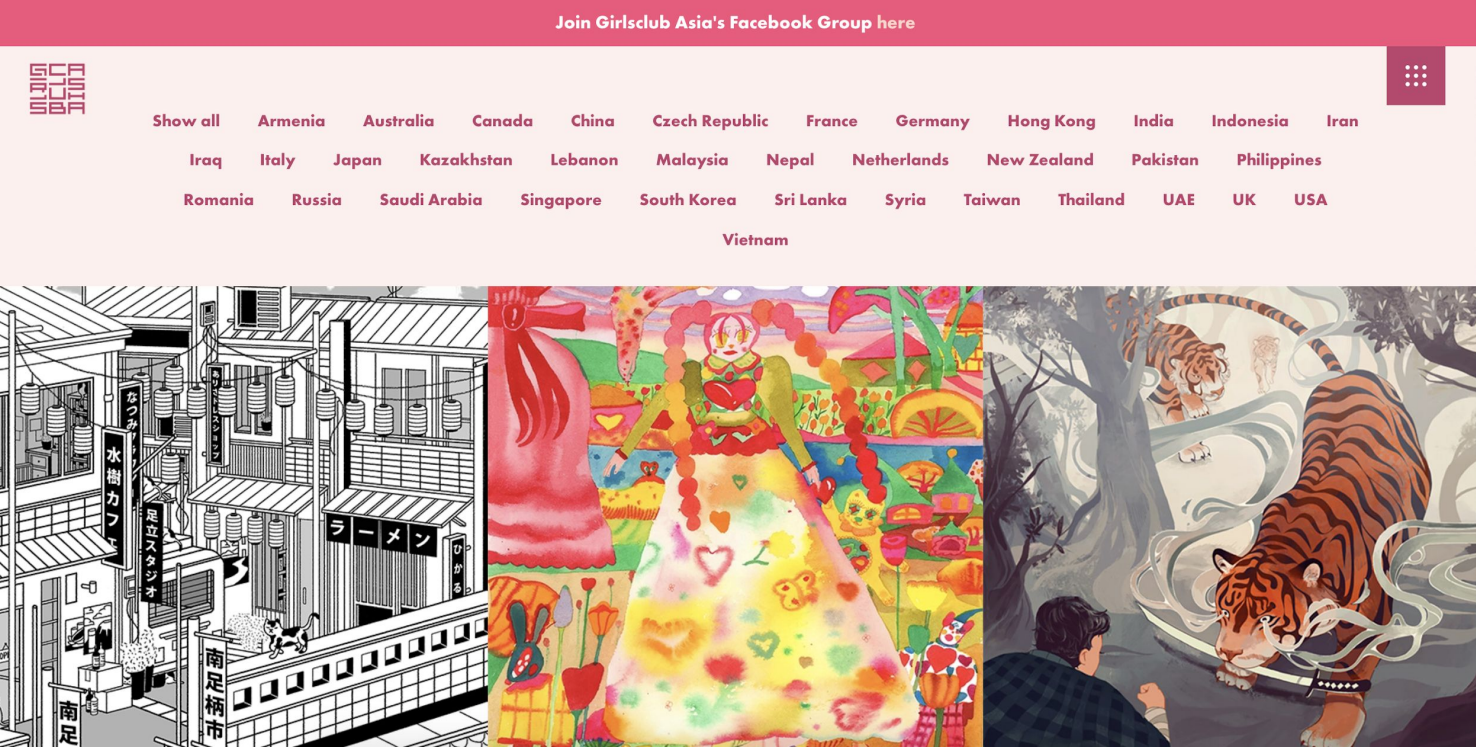
For comparatives, or indirect competition, I only looked at what brands did well to figure out how their treatments could inspire something new and exciting on the ITG site.

Comparatives

It's Nice That



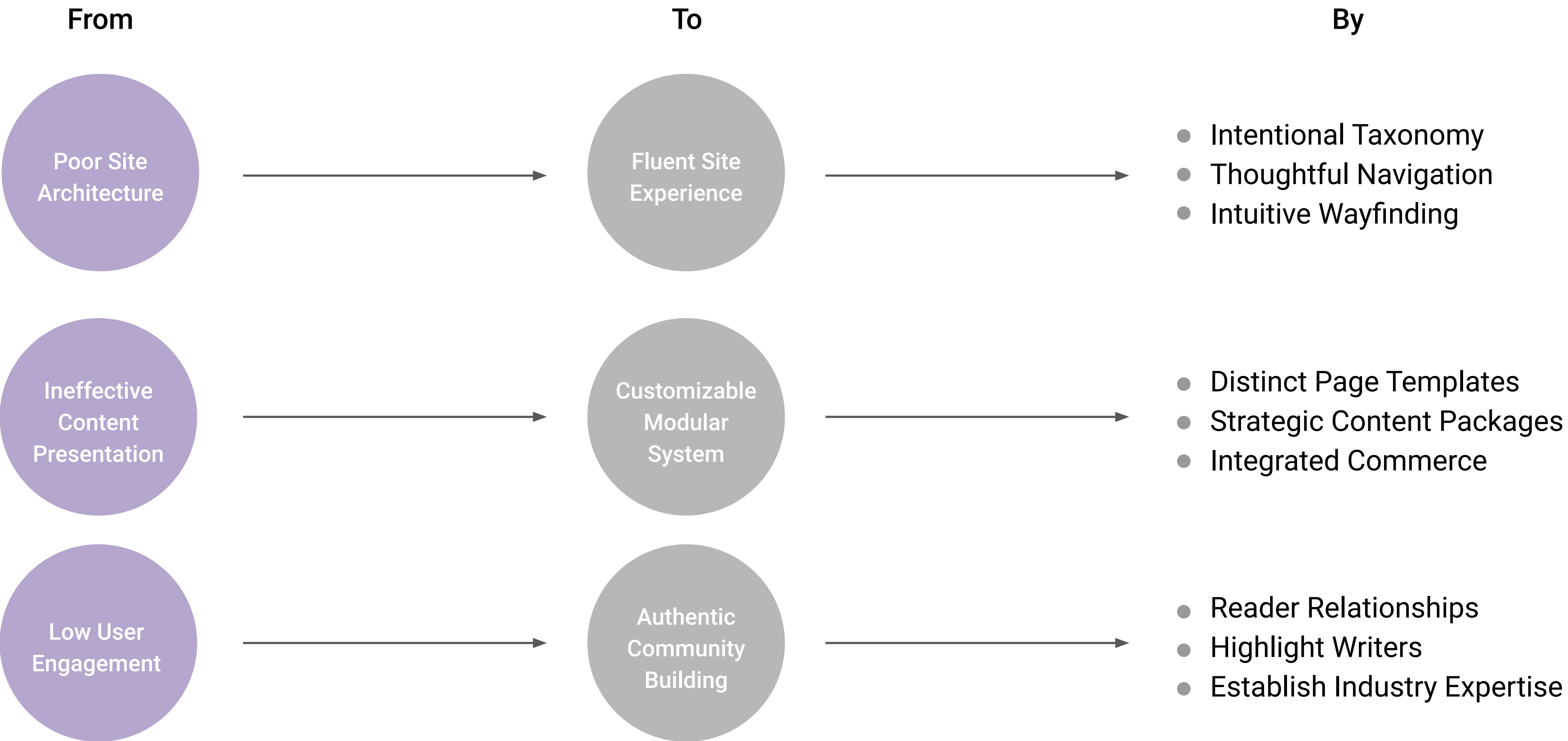
Girls Club Asia

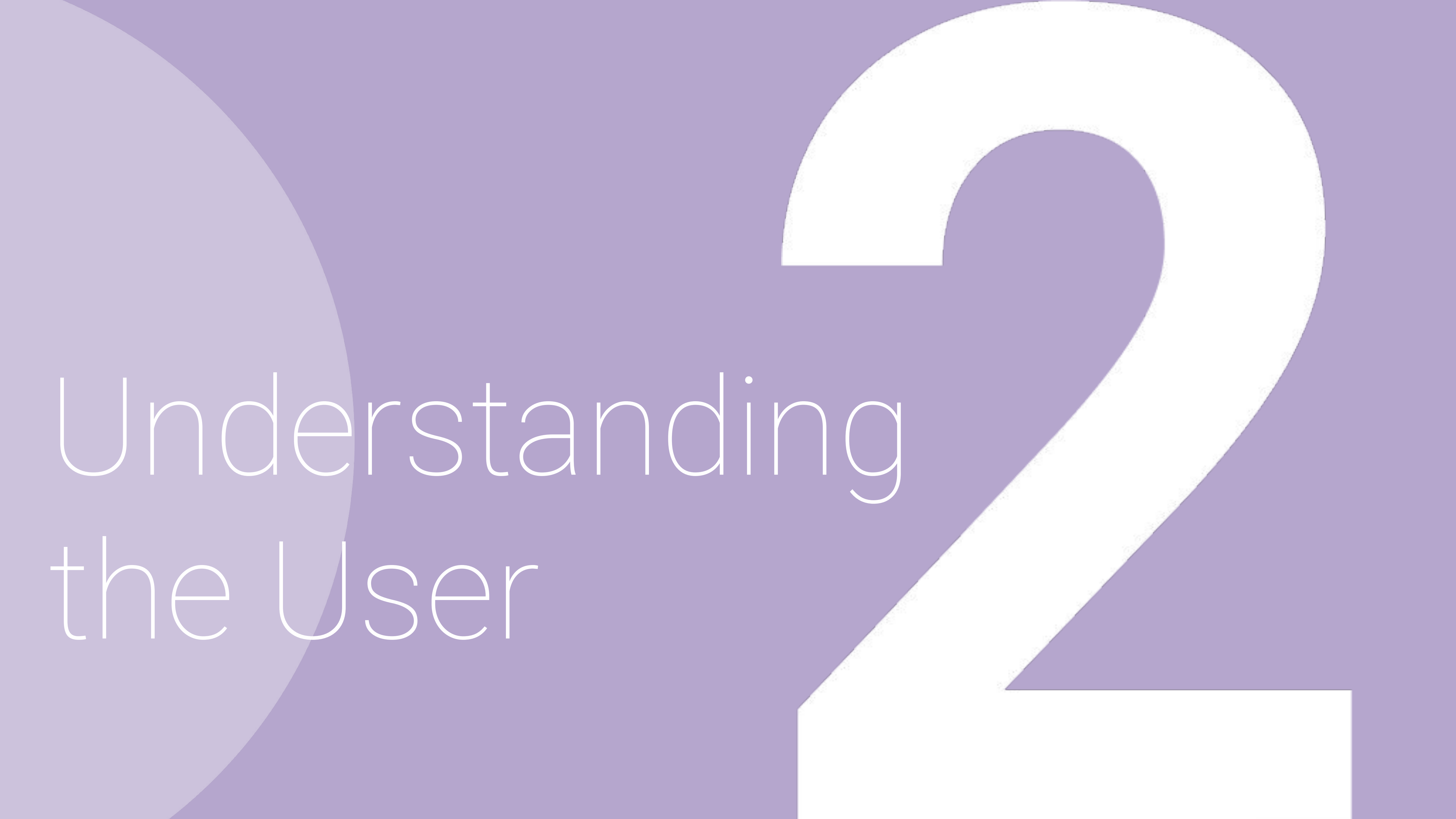


Univision



# Problem to Solution





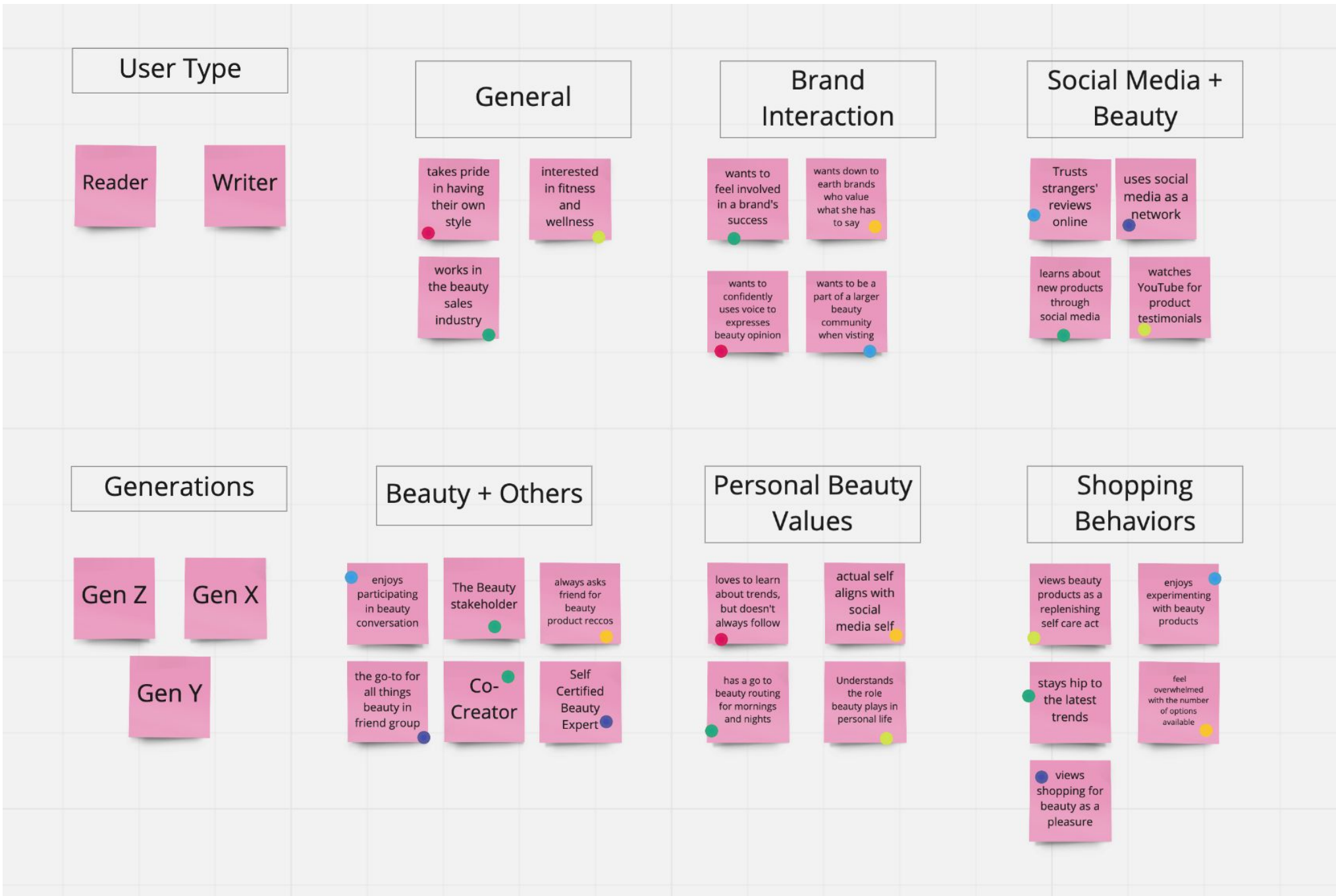
# Understanding the User



PART 2- Understanding the User

User Research

When moving into the Users phase, my goal was to figure out who our audience was, and what their behaviors, pain points, and frustrations were. I started out by pulling key user traits I found from Mintel reports and Google searches, and grouped them to start building emerging personas



PART 2- Understanding the User

## Persona Development



# The Gifted Unicorn

## About

- Takes pride in having her own style
- Loves to learn about trends, but doesn't always follow-- makes them her own
- The go-to for all things beauty in her friend group
- Views shopping for beauty as a pleasure
- Wants to confidently use voice to express beauty opinion
- Uses social media as a network
- Knows who's who in the beauty industry

## Comes to the site to

- Connect with others who love the beauty industry
- Share her creative beauty perspective with others
- Catch up on the latest trends, newest products, and interviews



PART 2- Understanding the User

## Persona Development



# The Insightful Guru

### About

- Works in the beauty sales industry
- Wants to feel involved in a brand's success
- Learns about new products through social media
- Has a go to beauty routine for mornings and nights
- Stays hip to the latest trends
- Self certified beauty expert

### Comes to the site to

- Learn about new trends to try out on herself and/or with her clients
- Find new product inspo to experiment with during her beauty routines + makeup looks
- Stay up to date on the newest products to increase her knowledge and be able to better assist her customers at work
- Offer her advice and POV to those who may need help through discussions on the site



PART 2- Understanding the User

## Persona Development



# The Savvy Minimalist

### About

- Interested in fitness and wellness
- Watches YouTube for product testimonials and reviews
- Understands the role beauty plays in personal life
- Views beauty products as a replenishing self-care act
- Actual self image aligns with social media self image
- Enjoys participating in beauty conversations

### Comes to the site to

- Research new products to add to her collection



PART 2- Understanding the User

## Persona Development



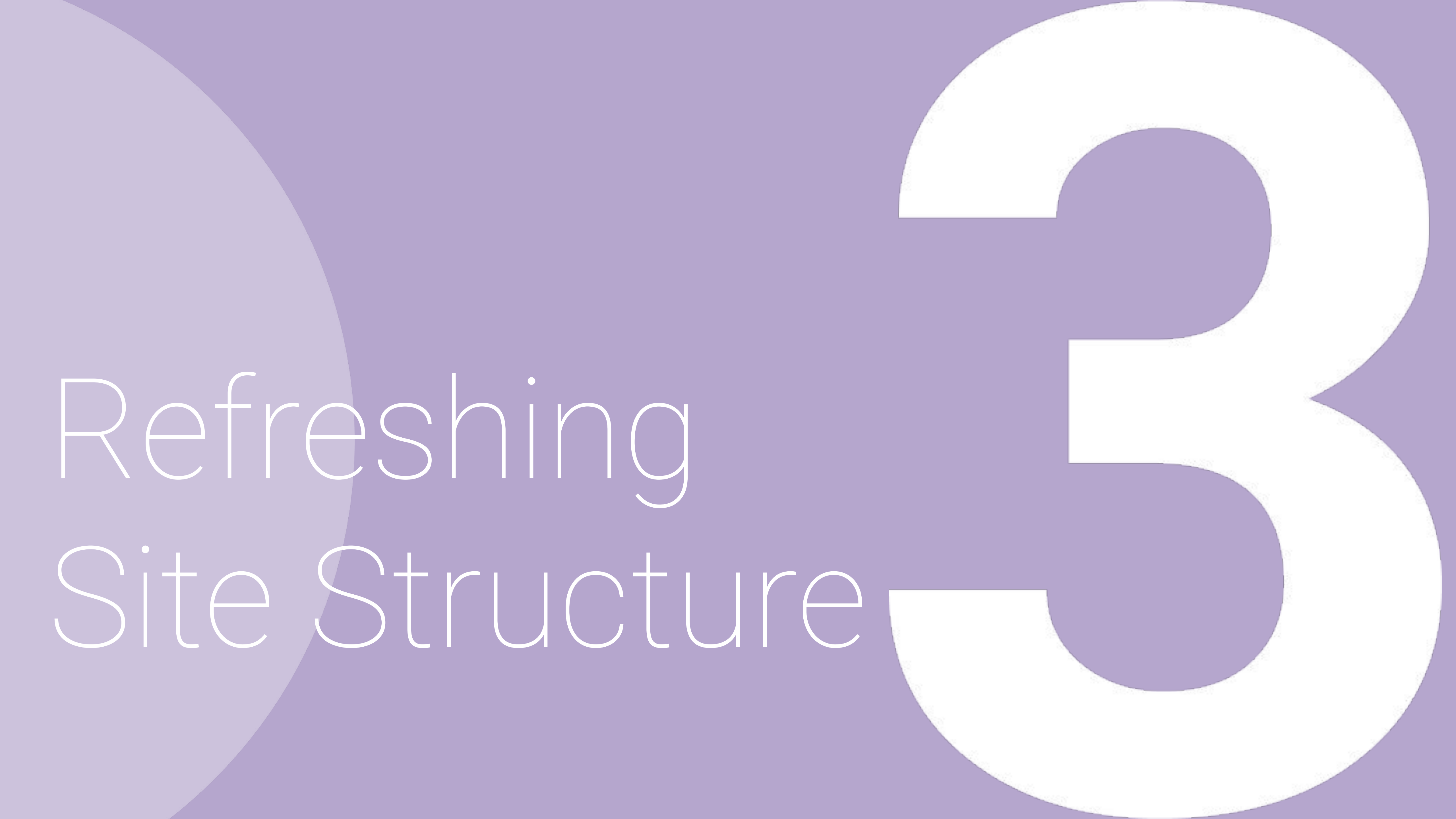
# The Aspiring Novice

### About

- Trusts strangers' reviews online
- Always asks friend for beauty product reccos
- Knows how to achieve one simplistic look
- Looking to increase her skills, knowledge, and creativity in beauty
- Wants to experiment with new beauty products and try new looks
- Wants down to earth brands who value what she has to say
- Feels overwhelmed with the number of options available

### Comes to the site to

- Research new products to buy and see how other people are using them
- View content for inspo to see how she may want to experiment and create her own look/beauty routine
- Skims the comments section to see other people's opinion/seek validation



# Refreshing Site Structure



PART 3- Refreshing Site Structure

# Updated Site Map

I updated and refreshed the site map and information architecture using prior research to ensure it aligned with the key focus areas and tactics I set for the site experience.



Old Site Map

## PART 3- Refreshing Site Structure

# Updated Site Map

While the new site map may look more complex, the content is arranged in a way that is more helpful to a user who may be browsing through the blog.

### Main Changes:

- Grouped Hair, Skin, and Makeup Content under the Tips + Tutorials Landing Page
- Bucketed content into both Series and ITG Faves Landing Pages
- Writer's Wall → gives ITG writers a space to showcase their beauty knowledge
- Glossies Board → creates a stronger emphasis on community for ITG readers
- Shop Glossier Page to better integrate Glossier Products onto the blog



New Site Map





# Sketching + Designing

# Modular Design Systems

Main Point: Pages are made up of modules which are made up of cards

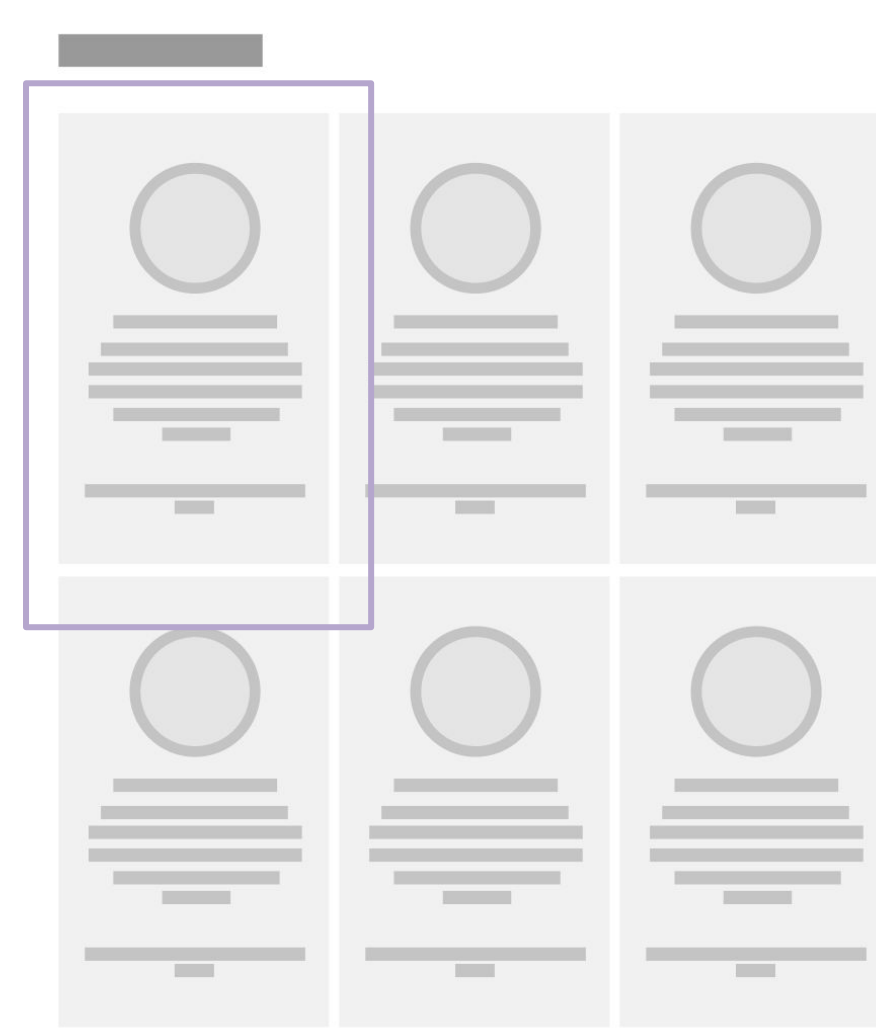
## Pages

Grouped by how they are used on the website and have different design variations and vary based on unique modules



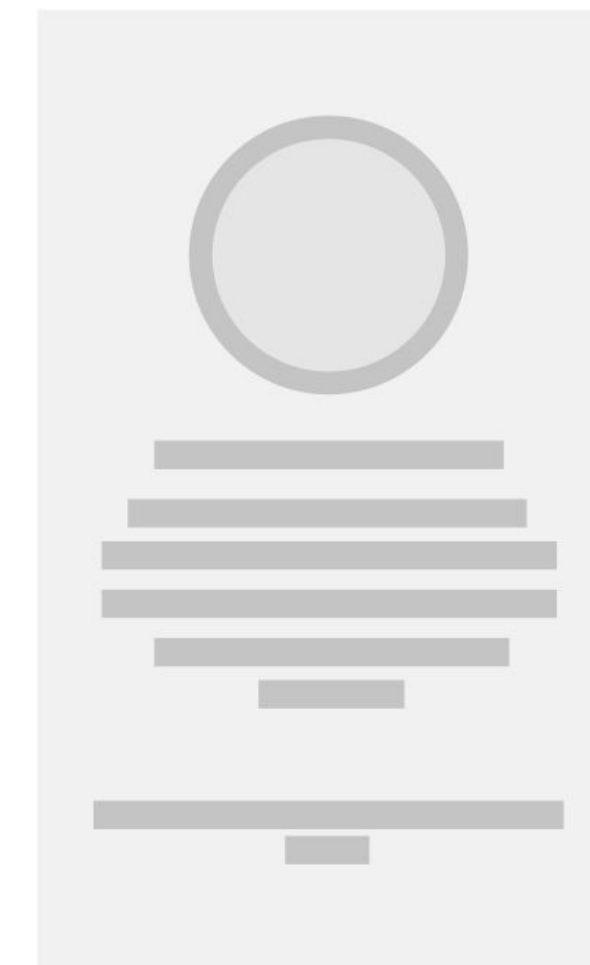
## Modules

Used on various pages, are repeatable throughout the system unless unique to a page type-- can vary on editorial strategy



## Cards

Make up modules throughout the system and vary to reflect different types of content





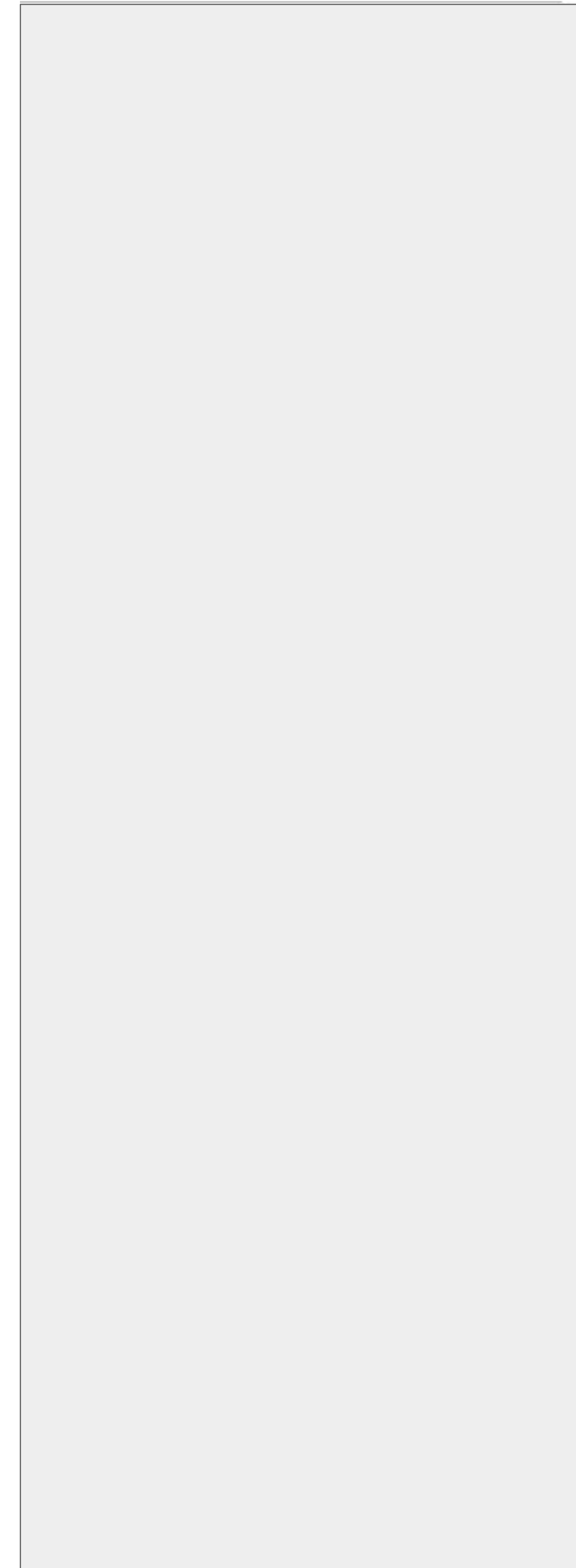
## PART 4- Sketching + Designing

# Building Page Templates

## Step 1: Brainstorming Page Templates

### Questions to ask:

- What pages are needed to drive this experience?



## PART 4- Sketching + Designing

# Building Page Templates

## Step 2: Page Zone Mapping

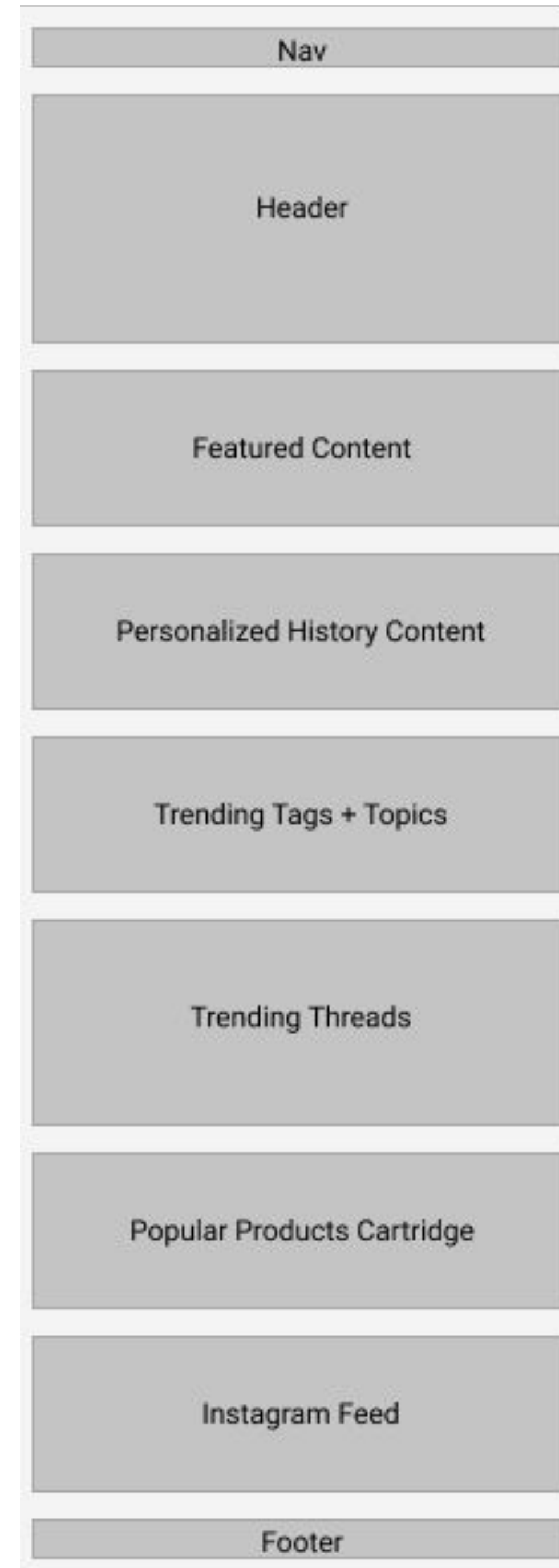
### Questions to ask:

- What is the overall goal of the page?
- How should the page flow strategically?

### Page Goals:

- Showcase interesting content to keep readers engaged and encourage them to browse other areas of the site
- Make it feel like it's a community for beauty lovers
- Showcase Glossier products in an interesting way

### Homepage





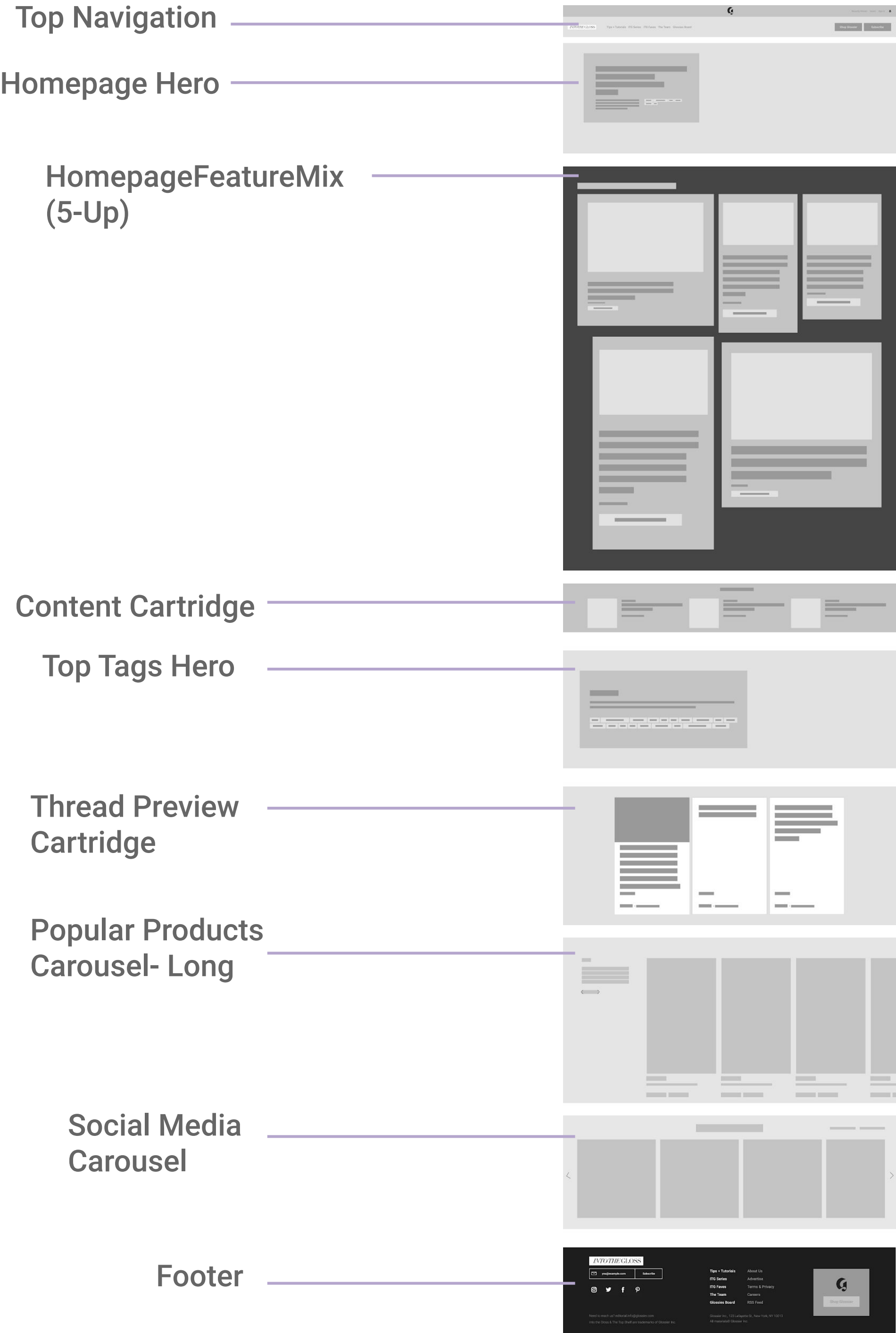
PART 4- Sketching + Designing

# Building Page Templates

## Step 3: Module Library Development

Question to ask:

- Based on my page zones, what modules should make up each zone?
- What do I want each module to accomplish?



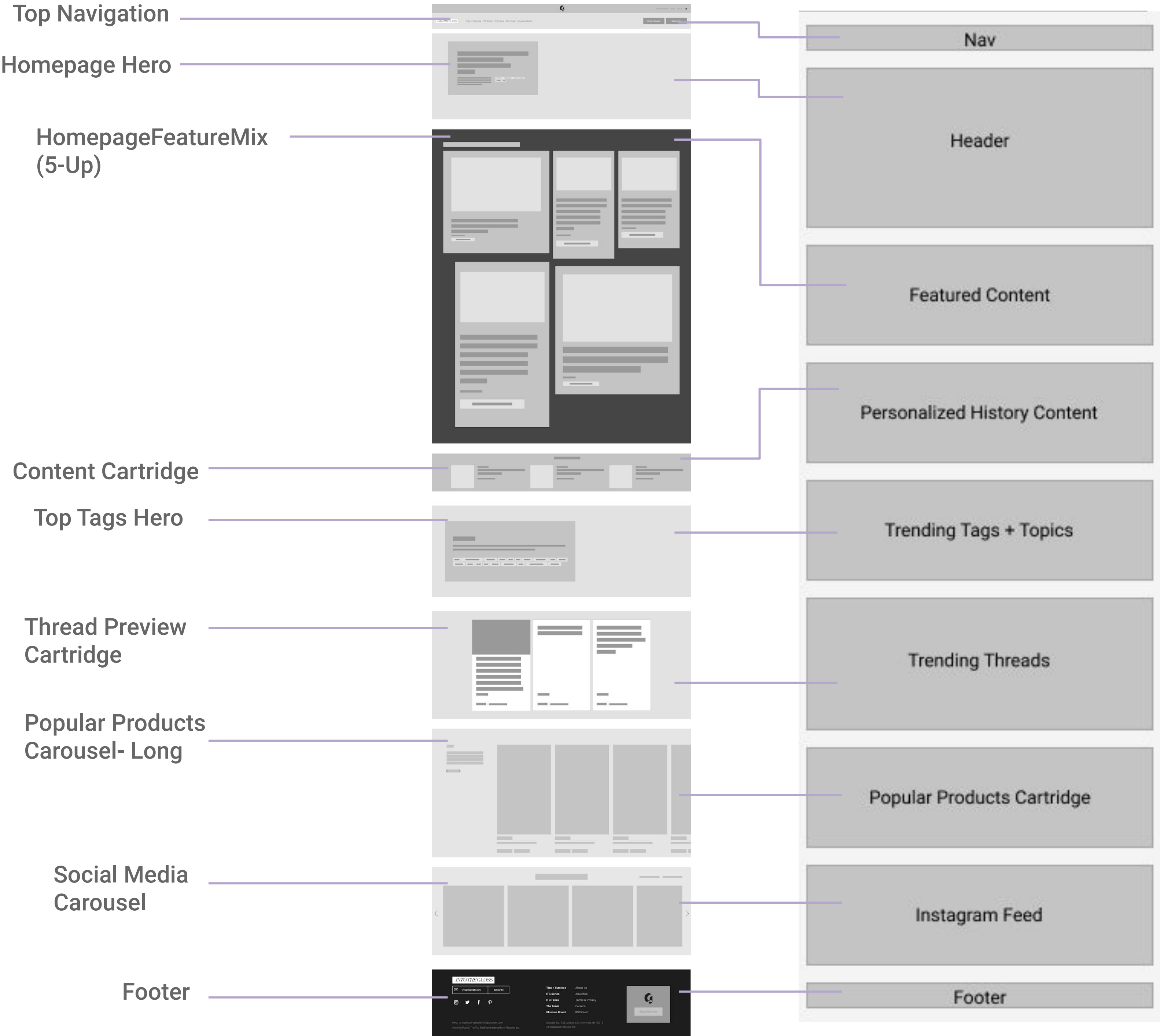
PART 4- Sketching + Designing

# Building Page Templates

## Step 3: Module Library Development

Question to ask:

- Based on my page zones, what modules should make up each zone?
- What do I want each module to accomplish?





PART 4- Sketching + Designing

# Module Library Snapshot



# Page Template Snapshot

## Homepage



PART 4- Sketching + Designing

# Page Template Snapshot

History Landing



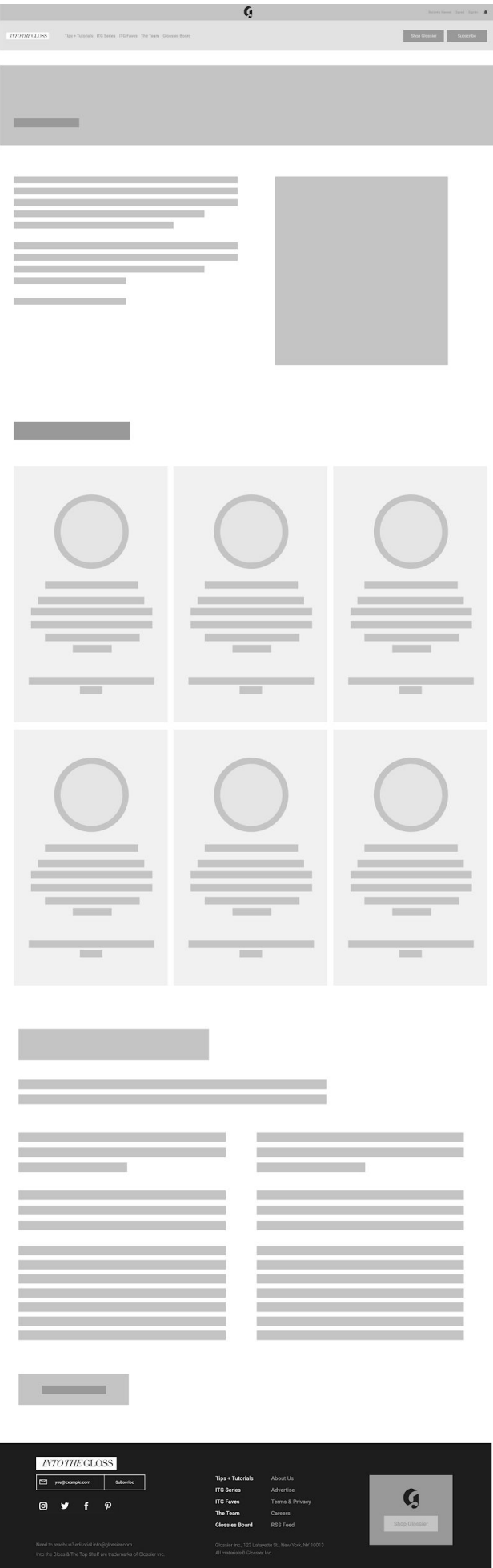
Writer Wall Landing



Shop Glossier



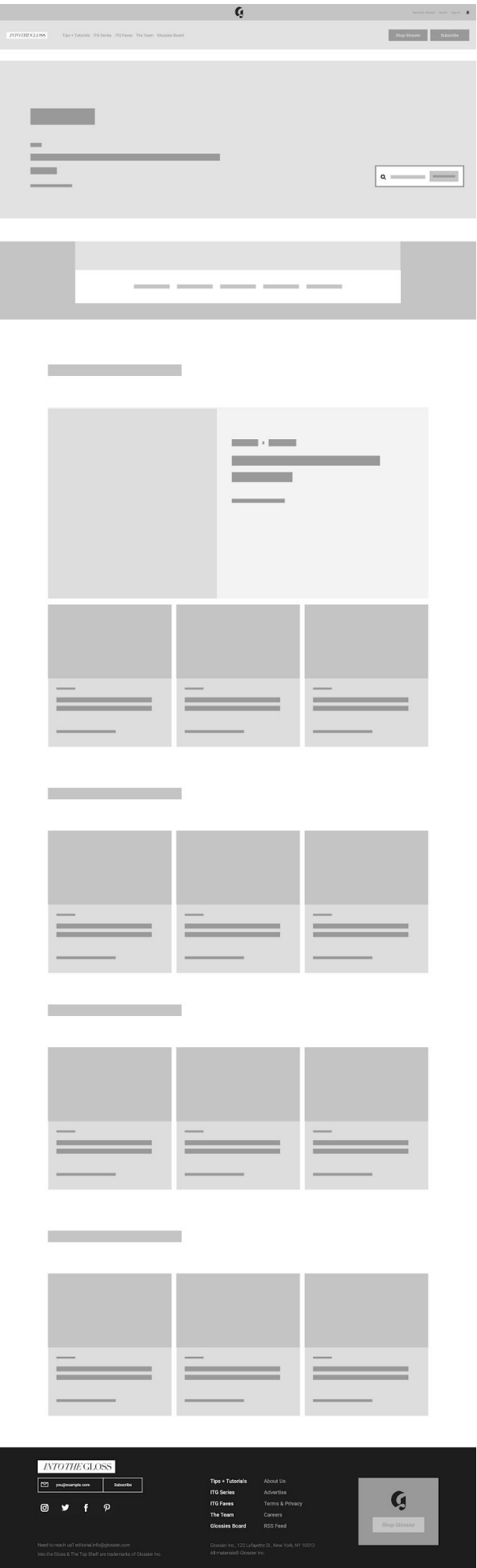
The Team



Thread Landing



Content Landing

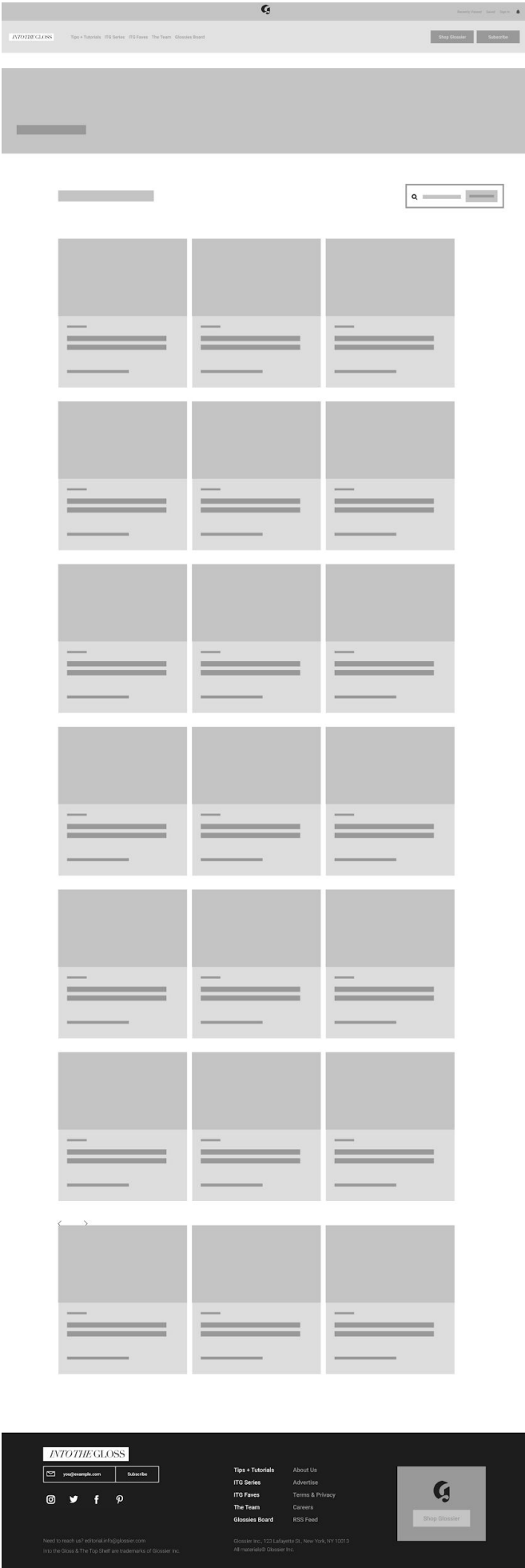




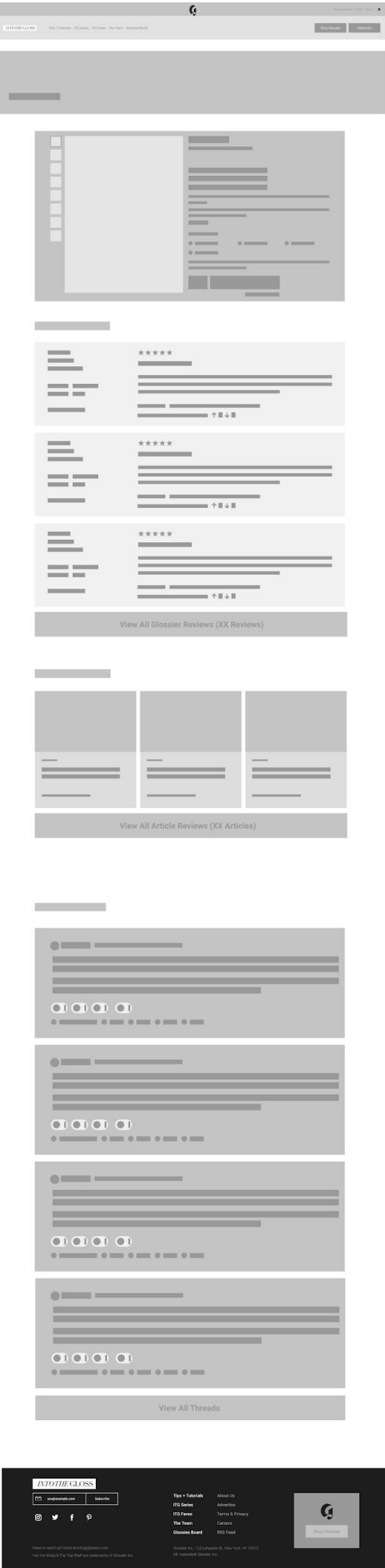
PART 4- Sketching + Designing

# Page Template Snapshot

Grid Detail



List Article Detail



Search Results Detail



Thread Detail



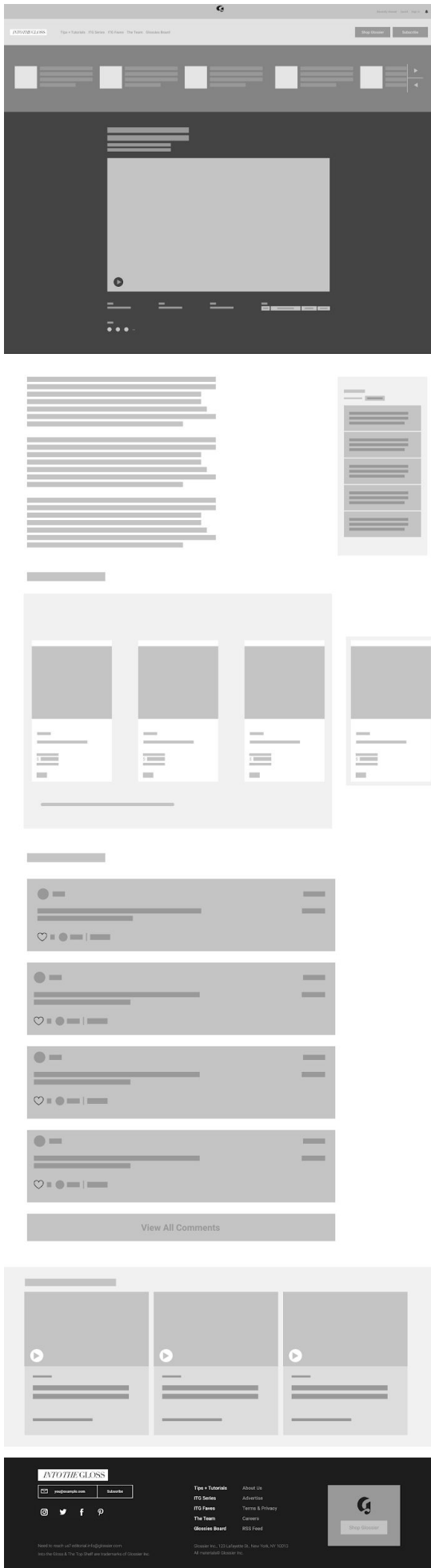
PART 4- Sketching + Designing

Page Template Snapshot

Article Detail  
(Traditional)



Article Detail  
(Video)



Article Detail  
(Product Review)



Series Article Detail



List Article Detail



## PART 4- Sketching + Designing

# Page Template Snapshot

*Product Summary Carousel- Standard*  
module is used across four different  
pages.





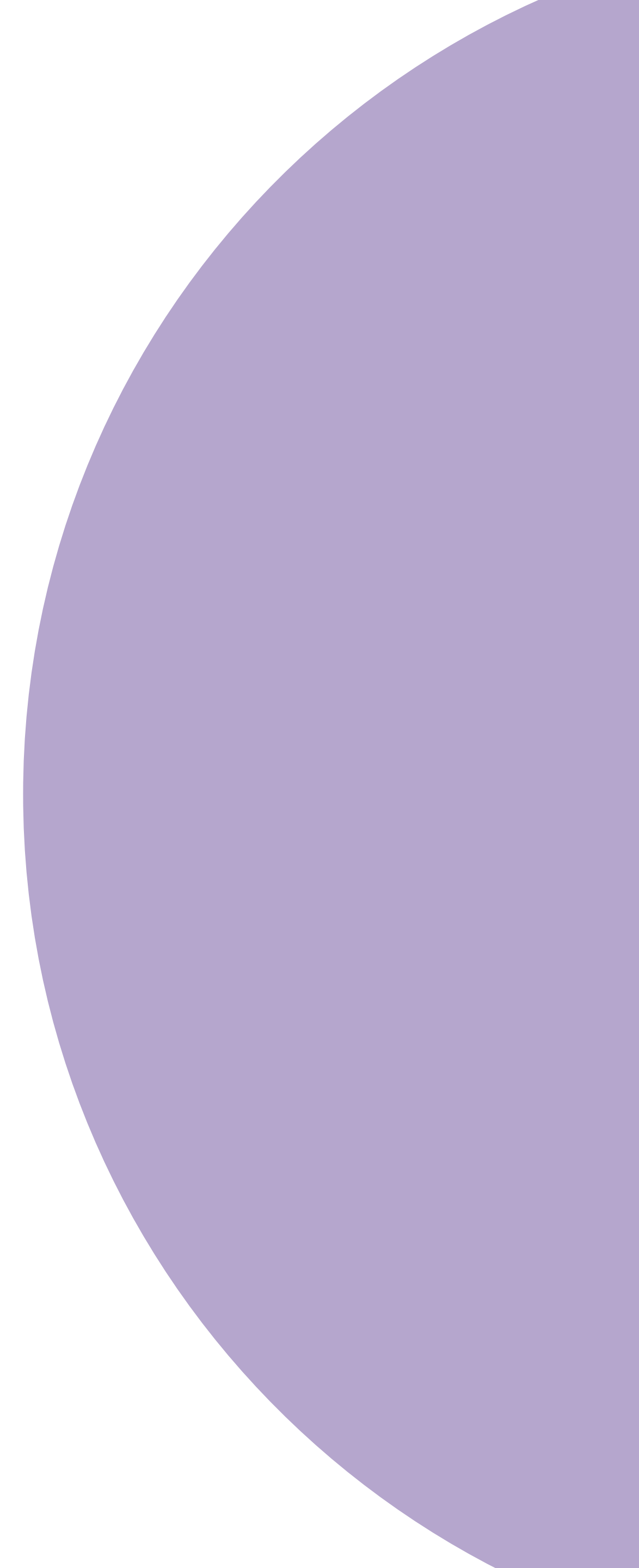


Defining Site  
Reqrmnts.

## Current Requirements Document

I created a Current Requirements Document (CRD) to:

- Help bring scope to the project by defining a finite number of templates, components, modules, cards, etc
- Visually showcase how many components (modules) can be used repeatedly across different page templates
- Give a high-level descriptions of what each page template and module accomplishes



PART 5- Defining Site Requirements

Placemat CRD

14 Templates

32 Modules

2 Global Elements

5 Cards

7 User Flows

Current Requirements Document

Page Templates

Homepage	History Landing	Content Landing	Thread Landing	About ITG Landing	Shop Glossier Landing	Writer's Wall Landing
Thread Detail	Search Results Detail	Shop Glossier Detail	Grid Detail	Article Detail	List Article Detail	Series Article Detail

Modules

Topics Filter	Sticky Product Feature	Trending Stories Banner	List Article Feed (x2)	Featured Media Carousel	Social Media Carousel	Product Summary Carousel (x2)
Popular Products Carousel	Content Cartridge	Thread Preview Cartridge	Homepage Feature Mix (x4)	Featured Content Mix (x2)	Article Grid Row	Writer Wall Features
Homepage Hero	Top Tags Hero	Product Preview Hero	Searchable Header	Static Header	Article Header	Product Preview Header
Series Article Header	Video Article Header	Writer Profile Header	Search Results Header	Comments	Reviews	Create A Thread
Thread Preview Post (x9)	Saved Article Grid	Writer Profile Grid	Shoppable Prodcut Grid			

Global Elements

Top Navigation	Footer
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Cards

Saved Article Card	Writer Card	Shop Product Card	Shoppable Product Card	List Card
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Flows

Create Account	Log In	Save Article	Post Thread	Purchase Product	Write A Review	Create A Thread
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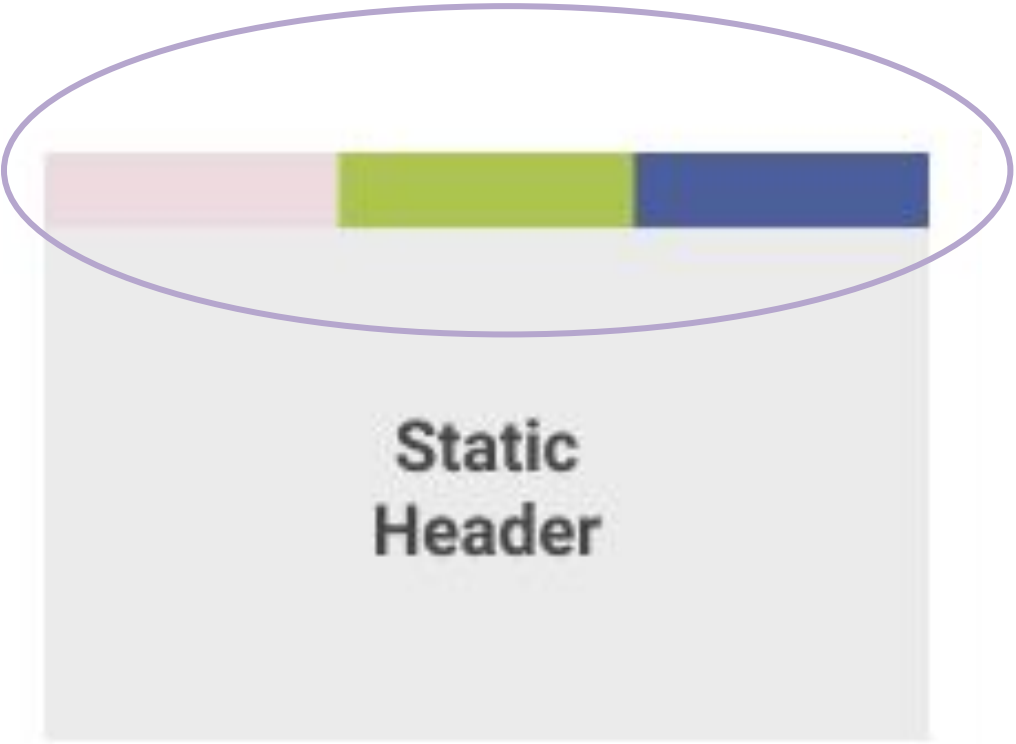
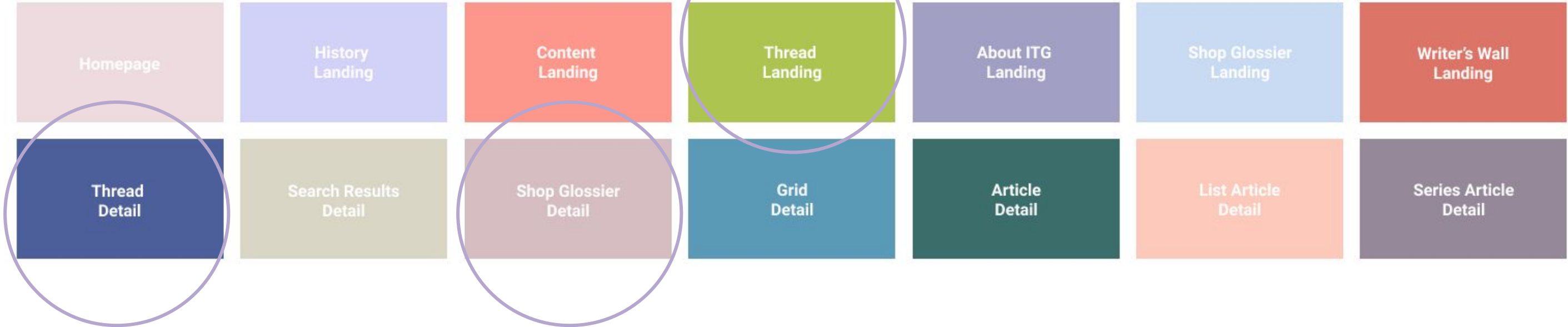


# Placemat CRD

*The Static Header* module can be placed on the Thread Landing, Thread Detail, and Shop Glossier Detail pages.

Pink = Shop Glossier Detail  
Green = Thread Landing  
Blue = Thread Detail




















Page Templates



PART 5- Defining Site Requirements

Airtable CRD

The Airtable version has the same information as the Placemat version. However, it also includes a short description, as well as photos of each lo-fi wire.

<input type="checkbox"/>	A Name	A Short Description	Type	Allowed Templates (Modules Only) ...	Wire Reference
1	Homepage	Showcases content to ke...	Templates: Landing Pa...	-	
2	History Landing	Communicate content th...	Templates: Landing Pa...	-	
3	Content Landing	Showcase a mixture of tr...	Templates: Landing Pa...	-	
4	Thread Landing	Users can view trending ...	Templates: Landing Pa...	-	
5	About ITG Landing	Learn more about the ITG...	Templates: Landing Pa...	-	
6	Shop Glossier Landing	Where users can view Gl...	Templates: Landing Pa...	-	
7	Writer's Wall Landing	Gives ITG writers a space...	Templates: Landing Pa...	-	
8	Thread Detail	Users can read the threa...	Templates: Detail Pages	-	
9	Search Results Detail	Directs users to a specifi...	Templates: Detail Pages	-	
10	Shop Glossier Detail	Provides users with an ab...	Templates: Detail Pages	-	
11	Grid Detail	Showcases all the conten...	Templates: Detail Pages	-	
12	Article Detail	Showcase traditional, pro...	Templates: Detail Pages	-	
13	List Article Detail	Communicate instruction...	Templates: Detail Pages	-	
14	Series Article Detail	Speak to an article in a se...	Templates: Detail Pages	-	
15	Top Navigation	Allows users to navigate t...	Global Elements	-	
16	Footer	Allows users to navigate t...	Global Elements	-	
17	Topics Filter	Gives users the opportuni...	Modules: Experience E...	Content Landing	
18	Sticky Product Feature	A small module that stick...	Modules: Experience E...	Article Detail	
19	Trending Stories Banner	A group of articles that ar...	Modules: Experience E...	Article Detail List Article Detail Series	



PART 5- Defining Site Requirements

Airtable CRD



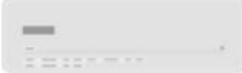











The Airtable version has the same information as the Placemat version. However, it also includes a short description, as well as photos of each lo-fi wire.

<input type="checkbox"/>	A Name	Short Description	Type	Allowed Templates (Modules Only) ...	Wire Reference
20	List Article Feed (x2)	A list of stacked articles i...	Modules: Experience E...	Thread Detail Article Detail List Article	
21	Featured Media Carousel	A large, immersive compo...	Modules: Carousels + ...	Series Article Detail	
22	Social Media Carousel	Gives users a sneak peek...	Modules: Carousels + ...	Homepage	
23	Product Summary Carous...	A group of products that ...	Modules: Carousels + ...	Thread Detail Article Detail (All Variations	
24	Popular Products Carousel	A carousel to highlight a ...	Modules: Carousels + ...	Homepage Writer's Wall Landing	
25	Content Cartridge	A way to highlight trendin...	Modules: Carousels + ...	Homepage History Landing Thread La	
26	Thread Preview Cartridge	Highlights trending threa...	Modules: Carousels + ...	Homepage Thread Landing Thread De	
27	Homepage Feature Mix (x...	A group of featured articl...	Modules: Featured Co...	Homepage	
28	Featured Content Mix (x2)	A group of featured articl...	Modules: Featured Co...	Content Landing	
29	Article Grid Row	A group of articles that hi...	Modules: Featured Co...	History Landing Content Landing Write	
30	Writer Wall Features	Highlights popular thoug...	Modules: Featured Co...	Writer's Wall Landing	
31	Hompeage Hero	Immersive component th...	Modules: Headers + H...	Homepage	
32	Top Tags Hero	Gives users a snapshot of...	Modules: Headers + H...	Homepage Content Landing	
33	Product Preview Hero	Provides users with high l...	Modules: Headers + H...	Shop Glossier Detail	
34	Searchable Header	Header with a page title a...	Modules: Headers + H...	Content Landing Thread Landing Thre	
35	Static Header	Sits at the top of the pag...	Modules: Headers + H...	About ITG Landing Shop Glossier Landi	
36	Article Header	Sits at the top of an articl...	Modules: Headers + H...	Article Detail (Standard Product Review)	
37	Product Preview Header	Sits at the top of a produ...	Modules: Headers + H...	Article Detail (Product Review)	
38	Series Article Header	Immersive header that sit...	Modules: Headers + H...	Series Article Detail	



# Airtable CRD

The Airtable version has the same information as the Placemat version. However, it also includes a short description, as well as photos of each lo-fi wire.

<input type="checkbox"/>	A Name	A Short Description	Type	Allowed Templates (Modules Only) ...	Wire Reference
39	VideoArticle Header	Header that signals to the...	Modules: Headers + H...	Article Detail (Video)	
40	Writer Profile Header	Communicates informatio...	Modules: Headers + H...	Writer Wall Landing	
41	Search Results Header	Way for users to search c...	Modules: Headers + H...	Search Results Detail	
42	Comments	Gives users the opportuni...	Modules: Community	Thread Detail Article Detail (All Variations	
43	Reviews	Group of syndicated revie...	Modules: Community	Shop Glossier Detail	
44	Create a Thread	Provides a way for users t...	Modules: Community	Thread Landing	
45	Thread Preview Post (x5)	Serves as a preview of thr...	Modules: Community	Thread Landing Thread Detail Shop Gl	
46	Saved Article Grid	Made up of Saved Article ...	Modules: Grid	History Landing	
47	Writer Profile Grid	Made up of Writer Cards t...	Modules: Grid	About ITG Landing	
48	Shoppable Product Grid	Grid made up of Shoppab...	Modules: Grid	Shop Glossier Landing	
49	Saved Article Card	Way for users to locate ar...	Cards	-	
50	Writer Card	Gives users a summary of...	Cards	-	
51	Shoppable Product Card	Highlights Glossier produ...	Cards	-	
52	List Card	Showcases a list of steps ...	Cards	-	
53					
+					

## NEXT STEPS

# What's to Follow

- Visual Design
- Create interactive prototypes
- Complete User Testing
- Work with Developers to bring designs to life
- Continue ongoing testing after launch





REACH OUT

## Contact Me

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