

Isolde 
BRAND GUIDE




1
Cover

2

Principles

Our PRINCIPLES

ISOLDE IS ONLINE RETAILER OF
NATURAL AND ORGANIC
KOREAN SKINCARE BASED
IN EUROPE.

OUR GOAL IS TO BRING QUALITY
KOREAN SKINCARE TO
EUROPEAN CUSTOMERS.





Our
VALUES

ISOLDE MEANS THE FAIR ONE.
WE VALUE FAIR SKIN
WITH HEALTHY GLOW.

WE OFFER SKINCARE THAT PROMOTES
NATURAL AND ECO-FRIENDLY
BEAUTY.

3
Values

4 Color

PRIMARY COLORS



#EEEEAF
(238, 234, 241, 1)
(274, 20%, 93%, 1)



#024D80
(2, 77, 128, 1)
(204, 97%, 25%, 1)

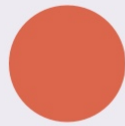


#B58A71
(181, 138, 113, 1)
(22, 31%, 58%, 1)

SECONDARY COLORS



#5D463F
(93, 70, 63, 1)
(14, 19%, 31%, 1)



#DB664C
(219, 102, 76, 1)
(11, 67%, 58%, 1)



#ABAF90
(171, 175, 144, 1)
(68, 16%, 63%, 1)



#D0CCD5
(208, 204, 213, 1)
(267, 10%, 82%, 1)

CORE COLORS



#FFFFFF
(255, 255, 255, 1)
(0, 100%, 100%, 1)



#565C61
(86, 92, 97, 1)
(207, 6%, 36%, 1)



5 Logo

LOGO COLORS

FONT COLOR



#B58A71
(181, 138, 113, 1)
(22, 31%, 58%, 1)

GRAPHIC COLOR



#024D80
(2, 77, 128, 1)
(204, 97%, 25%, 1)



#FFFFFF
(255, 255, 255, 1)
(0, 100%, 100%, 1)

BACKGROUND COLORS



#EEEEAF1
(238, 234, 241, 1)
(274, 20%, 93%, 1)



#DOCCD5
(208, 204, 213, 1)
(267, 10%, 82%, 1)



#565C61
(86, 92, 97, 1)
(207, 6%, 36%, 1)

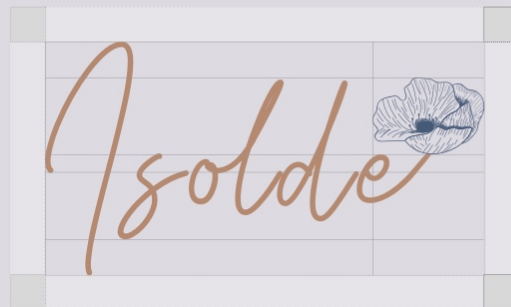


#FFFFFF
(255, 255, 255, 1)
(0, 100%, 100%, 1)



TRANSPARENT

MIN. WEB SIZE 94X50 PX



VARIATIONS



6 Typography

PRIMARY

AA GIVENY FREE
REGULAR

GIVENY FREE REGULAR IS USED FOR CAPTIONS, TITLES AND SUBTITLES. IT IS ALSO USED FOR FEATURED AND EMPHASIZED TEXT. SIZE IS 70PX FOR PRIMARY TITLE AND EMPHASIZED TEXT, 50PX FOR SECONDARY TITLE.

SECONDARY

Aa Hoefler Text
Regular

HOEFLER TEXT REGULAR IS USED FOR MAIN BODY TEXT. DEFAULT SIZE IS 50PX.

TERTIARY

Aa Grayscale Signature
Regular

GRAYSCALE SIGNATURE IS USED FOR LOGO AND PRIMARY TITLE. DEFAULT SIZE IS 150PX.

CAPTION

AA JULIUS SANS
ONE REGULAR

JULIUS SANS ONE REGULAR IS USED FOR SMALL CAPTIONS. DEFAULT SIZE IS 25PX.

7

Alignment

32PX
CAPTION THIS IS EMPHASIZED
OR QUOTED TEXT.

BODY TITLE
77PX
This is main body text.
SMALL CAPTION/FOOTNOTE

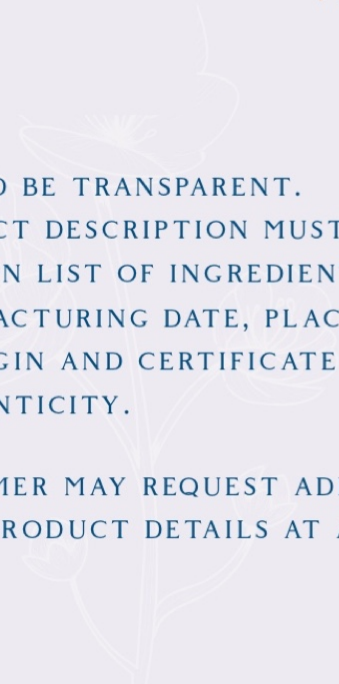


8

Writing

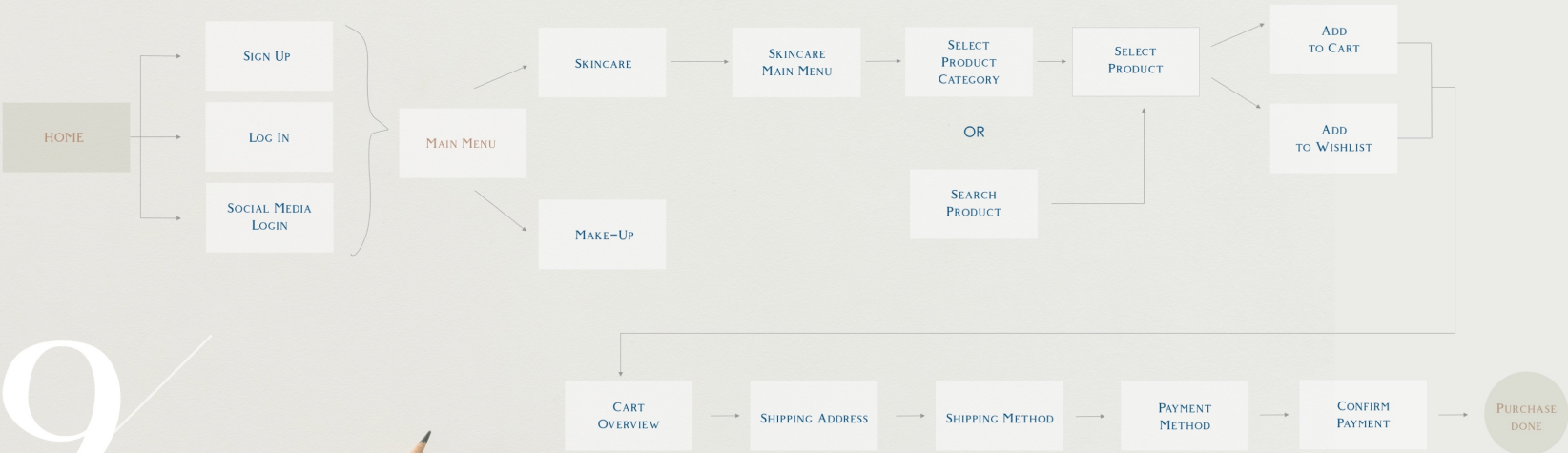
WRITING SHOULD BE TRANSPARENT.
PRODUCT DESCRIPTION MUST
CONTAIN LIST OF INGREDIENTS,
MANUFACTURING DATE, PLACE
OF ORIGIN AND CERTIFICATE OF
AUTHENTICITY.

CUSTOMER MAY REQUEST ADDITI-
ONAL PRODUCT DETAILS AT ANY
TIME.



USER TASK

Select, add to cart and purchase multiple items



9

User Journey

10

Lo-fi

WELCOME

LOG IN

SIGN UP

PRODUCT DETAIL

PRODUCT REVIEW

SHOPPING CART

SHIPPING ADDRESS

SHIPPING METHOD

MENU

HOME PAGE

SEARCH

PAYMENT

PAYMENT COMPLETE

WISHLIST

Cart counter

add price counter on click, same on both user.

EXPAND ICON

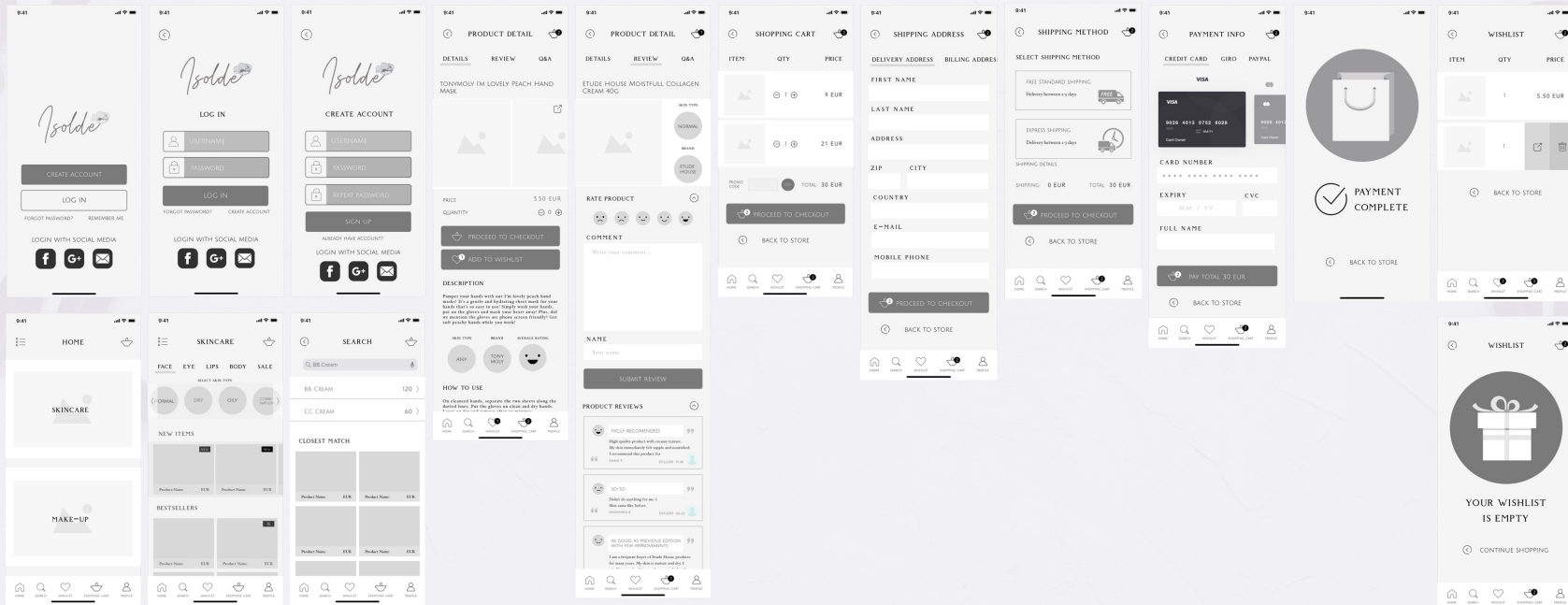
EXPAND ICON

items open when swipe left

11

Mid-fi

WELCOME LOG IN CREATE ACCOUNT PRODUCT DETAIL PRODUCT REVIEW SHOPPING CART SHIPPING ADDRESS SHIPPING METHOD PAYMENT METHOD PAYMENT COMPLETE WISHLIST



MENU HOME PAGE SEARCH

12

User Test

User Test Preparation

Introduction

Dear XXX,

Thank you for agreeing to help me with my user test! As a refresher, this user test is meant to measure the appropriateness of my design and is in no way a test of your ability. Your feedback will help me to improve my work and understanding of a user's experience.

This is your task: You are a returning customer. You want to place multiple items in a shopping cart, so that you can purchase more than one item at a time. Which steps would you take to accomplish this task?

The link to my prototype is: <https://projects.invisionapp.com/share/2KWU7LOUBWX#>

Once you are ready, please record your screen using Screen-cast-o-matic [at this link](#) and send me the video once you are finished. Please spend no more than 5-10 minutes working through the task using the prototype and describe your thoughts and actions out loud as well, so I can better understand your experience. I may reach out to you again if I have follow-up questions.

Thank you again! I really appreciate your time and help! Let me know openly if you have any questions or face any problem.

Take care, Ines

Scenario

You are a returning customer. You want to place multiple items in a shopping cart, so that you can purchase more than one item at a time.

User Test Notes

Participant

Esha Ramey, CareerFoundry student

Quotes

“The neutral hand colors definitely make me think of make-up. The space between the wish list icon and cart icon is more than the other icons. On the product details page the product title is a little light.”

“I got a bit confused about the face, hands, eyes and lips category because there is care type category for care type under it. Then i realized you choose body first and then hand. It took me a while to find hand cream because the font was small.”

Task

- Easily logged in and proceeded to main page
- Had difficulty to find hand cream because of font size
- Took time to find appropriate product category for item that belongs to sub-category

Pain Point Organize and summarize notes and quotes.	Priority	Recommendation Write down tangible next steps for design.
Had difficulty to find hand cream because of font size	Critical	Increase product description font size
Took time to find appropriate product category for item that belongs to sub-category	Preferential	Consider transferring sub-categories to main navigation menu

User Test Notes

Participant

Sara, Senior art director

Quotes

“From a design point of view I have absolutely nothing to say. A couple of things I would have done differently but that is more personal taste. It all looks great to me, the logo is lovely and the colors and icon design in general too, all clear and neat”

“I was expecting to work was the little back arrow next to product detail headline. I found myself clicking on it to perform all the actions after adding the first product to shopping basket.”

Task

- Easily found assigned products and added to cart
- Had difficulties to use back function due to prototype limitations

Pain Point Organize and summarize notes and quotes.	Priority	Recommendation Write down tangible next steps for design.
• Had difficulties to use back function due to prototype limitations	Preferential	Double check prototype and enable back function on all screens

User Test Notes

Participant

Koraljka, UX student and graphic designer, Croatia

Quotes

“I was distracted by lack of functions in the prototype. Some functions that I would instinctually use were not enabled on the prototype, despite intuitive layout.”

“Design is clean and nice, suitable for main purpose.”

Task

- Found highlighted products easily, but needed more time to search for products in sub-categories
- Did not have issues with overall navigation function, but seemed confused by lack of prototype functionality (no usable search function)
- Adding several products to cart went smoothly, paying and shipping information followed naturally
- Took some time to click around menu categories to find products that were not highlighted

Pain Point Organize and summarize notes and quotes.	Priority	Recommendation Write down tangible next steps for design.
Took time to search product in categories outside of highlighted products area	Preferential	Usability problem occurred due to lack of search function in the prototype. Search function was user's instinctive choice in finding non-highlighted product
User expected to find “add to wishlist” function in the task bar. On second try realised there is a button on the scrollable main screen.	Critical	Make “add to wishlist” button accessible without scrolling.

13

Outcomes

INCREASED FONT SIZE

OPTION ADD TO WISHLIST PLACED IN A BUTTON
BELOW ADD TO CART BUTTON

PROTOTYPE

<https://projects.invisionapp.com/share/2KWU7LOUBWX#>





WHAT WENT WELL

COLOR PALETTE COMBINATION WAS SUCCESSFULL ON FIRST USER TEST.

USERS FOUND IT EASY TO NAGIVATE WITHIN THE PRESENTED LAYOUT

USERS FOUND IT INTUITIVE TO USE SEARCH OPTION IN THE BOTTOM MENU

BRAND MESSAGE WAS ACCURATELY TRANSMITTED THROUGH IMAGES, COLORS AND LAYOUT ORGANISATION

USERS COULD SUCCESSFULLY PURCHASE DESIRED ARTICLE

SKILLS

COLOR PALETTE
WIREFRAMING
USABILITY

PROCESS

AGILE DESIGN
UX / UI

SOLUTION

REPEAT TEST
AS OFTEN AS
NEEDED



WHAT DID NOT GO WELL

USERS HAD NAVIGATION ISSUES DUE TO LIMITATIONS OF THE PROTOTYPE TOOL
SOME FUNCTIONS, LIKE SEARCH FUNCTION, WERE DISABLED IN PROTOTYPE
VERSION

FONT SIZE WAS INCREASED IN FINAL VERSION TO INCREASE USABILITY

SKILLS

PROTOTYPE TOOL

PROCESS

PRESENTATION
OF USER TESTING

GAP

TOOL
AVAILABILITY

SOLUTION

RESEARCH MULTIPLE
PROTOTYPING TOOLS
TO GET ACCURATE
PRESENTATION



WHAT CAN BE IMPROVED

MINIMIZE TIME SPENT ON MID-FIDELITY WIREFRAMES BY USING CUSTOMISED PRE-MADE DESIGN ELEMENTS

START DESIGN PROCESS BY CREATING KEY WIREFRAMES FIRST AND TEST EARLY IN THE PROCESS TO REDUCE CORRECTION TIME

TEST PROTOTYPE ON VARIOUS TOOLS TO INVESTIGATE DIFFERENT TECHNICAL LIMITATIONS

SKILLS

WIREFRAMING

GAP

CREATION OF CUSTOM DESIGN ELEMENTS TO SPEED UP THE PROCESS. PRIORITISE KEY STEPS IN DESIGN PROCESS

SOLUTION

FOCUS ON KEY DESIGN AREAS AND DO MOST IMPORTANT WIREFRAMES FIRST