

SEPHORA IN-STORE DIGITAL

What Is Color IQ?

Sephora's exclusive Color IQ is the first and only beauty service that scans the surface of your skin and assigns it a Color IQ number, which reveals scientifically precise lip, foundation, and concealer matches.

+ PANTONE COLOR IQ



miloberry.blogspot.com

Finally, discover your scientifically precise foundation shade.

Experience the impossible with the SEPHORA + PANTONE COLOR IQ™ system: find your scientifically precise foundation shade from over 1,000 options in our store.

- 1 The SEPHORA + PANTONE most accurate measurement
- 2 The system links your unique skin tone to a PANTONE Skintone™.
- 3 Our exclusive app searches for the perfect foundation shade across all of our

Sephora Color IQ. Pantone Skin Tone Grid



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SEPHORA COLOR IQ NEW FEATURES

Client: Sephora

Role: Susan K Rits, Sr Dir of UX

Duration: 4 months



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GOALS

Add lip colors and concealer to the ColorIQ application.

- Drive more sales of lip color & concealer
- Drive usage of Color IQ in stores



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BUSINESS MODEL

Sephora earns revenue for sales and promotion of cosmetics products.



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USER FLOW

- ▶ Customer asks for ColorIQ
- ▶ Clerk uses wand to take visual color samples
- ▶ Wand matches skin color to palette of colors
- ▶ Matching foundations load onto iPad screen
- ▶ Clerk picks 3 to sample
- ▶ Emails customer



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USER TESTING

Usability testing with

- customers in-store
- use of the iPad Color IQ

Interviews & focus groups

- journey-map the in-store purchase process
- Email / web integration



USER PAIN POINTS

Social anxiety

- Everybody watches while you're being tested
- How do you know this is the right color?
- Sephora clerk has to use it
- Don't get to see the interface yourself

Proposed solutions

- Let users explore app themselves
- Play around with the product selection without a clerk watching

CLERK PAIN POINTS

Using the POS

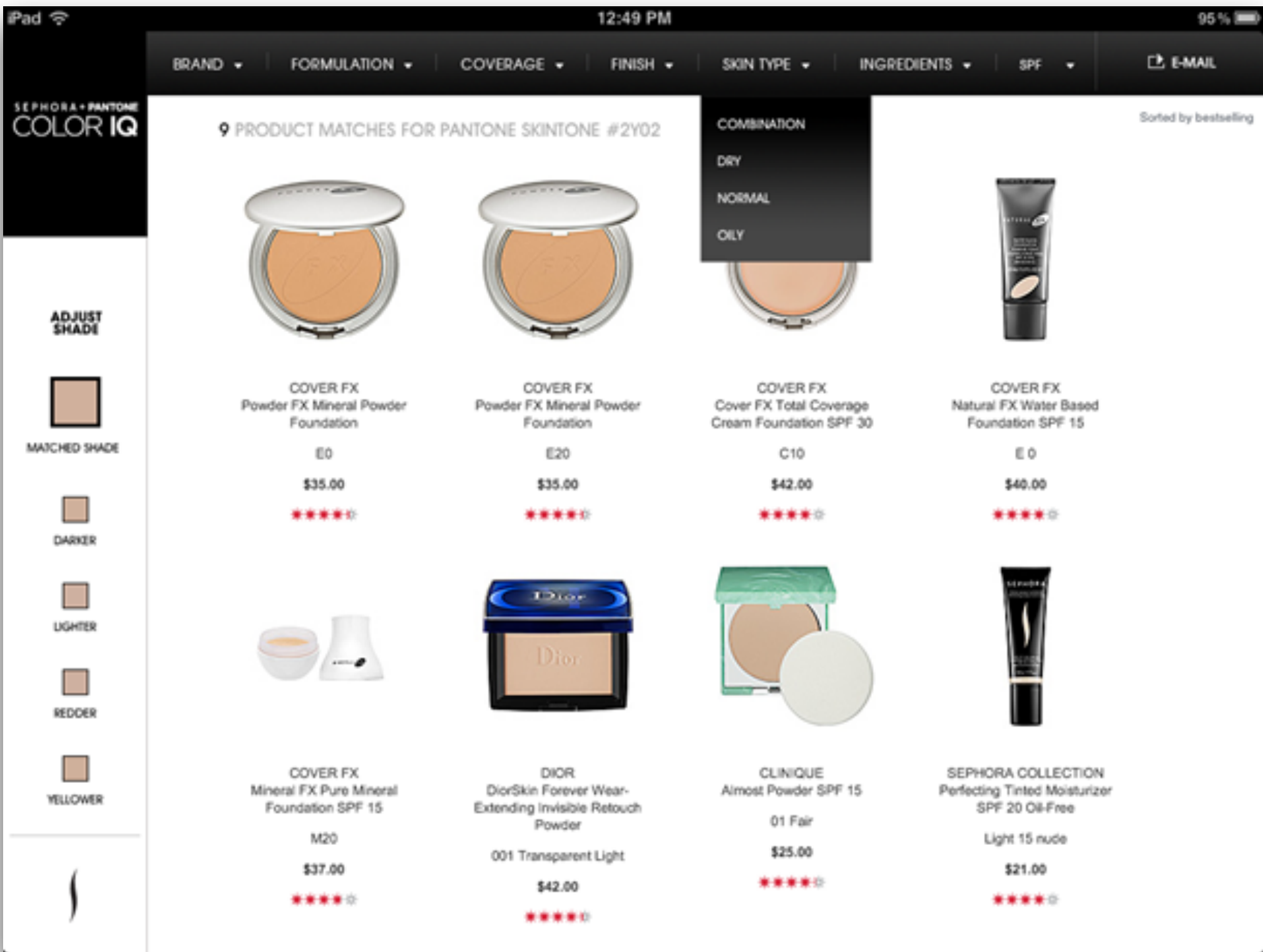
- Complicated interface, hard to use
- Customers without account have to be on-boarded first
- Only certain qualified clerks are allowed to use it

Solutions

- Simplified UI
- Faster on-boarding after products are identified

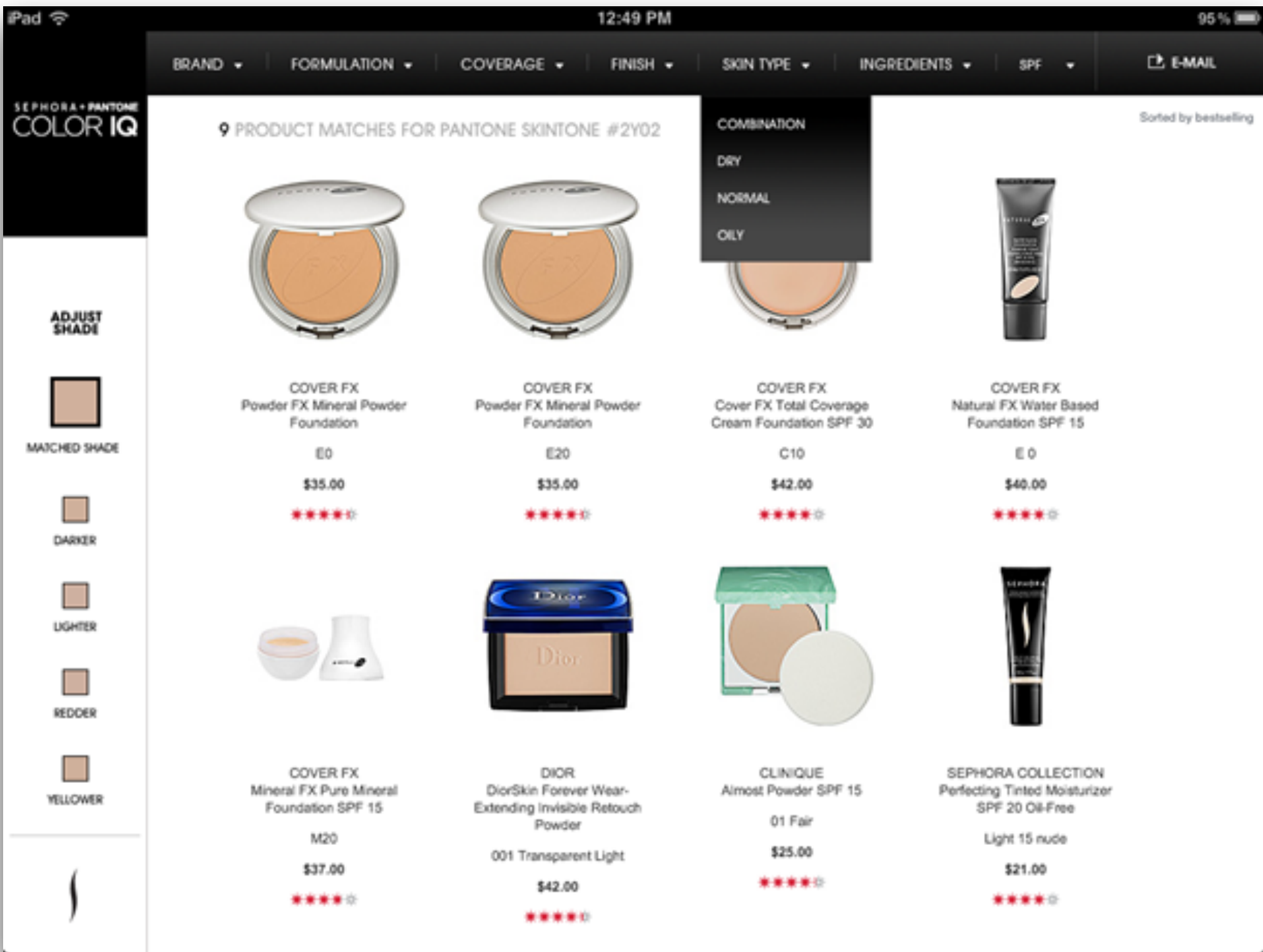
SLYDE WALKTHROUGH

SEPHORA COLOR IQ: NEW FEATURE



OLD INTERFACE

- ▶ Filters across the top
- ▶ Color selections side
- ▶ Products fill the center



OLD INTERFACE

PAINPOINTS

- ▶ No obvious path
- ▶ Users don't know what to do next
- ▶ Not scalable
- ▶ Not intuitive

iPad

8:40 AM

16%

COLOR IQ

PP Beauty Insider 3Y05 | START OVER

FOUNDATIONLIPCONCEALER

CHANGE COLOR

NUDE

PINK

CORAL

RED

BERRY

UNIV

UNCON

FILTERS

BRAND


FINISH

FORMULATION

INGREDIENTS

SUN PROTECTION


72 matches for Color IQ number 3Y05



NARS
Velvet Matte Lip Pencil

Cruella


\$ 26.00



KAT VON D
Everlasting Liquid Lipstick

Outlaw


\$ 20.00



FRESH
Sugar Lip Treatment Sunscreen SPF

Sugar Cherry Tinted


\$ 22.50



NARS
Audacious Lipstick

Annabella

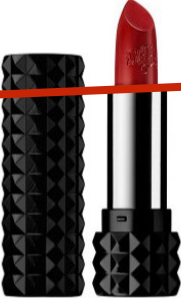
\$ 32.00



SEPHORA COLLECTION
Color Lip Last

19 Pure Red


\$ 14.00



KAT VON D
Studded Kiss Lipstick

Hexagram


\$ 21.00



MAKE UP FOR EVER
Aqua Lip Waterproof Lipliner Pencil

Red 8C

\$ 19.00



URBAN DECAY
Revolution Lipstick

F-Bomb

\$ 22.00

NEW INTERFACE

EMAIL

Email to customer

Customers with accounts

Toggle between 3 cat

Filters

SEPHORA + PANTONE COLOR IQ

YOU'VE BEEN MATCHED!

Thanks for using Sephora + Pantone Color IQ
Here are the products based on your preferred color **5Y03**.



MAKE UP FOR EVER

Rouge Artist Intense

8

\$ 20.00



LAURA MERCIER

Paint Wash Liquid Lip Colour

Vermillion Red

\$ 28.00



SURRATT BEAUTY

Automatique Lip Crayon

Alluring

\$ 34.00



NEW INTERFACE

Email

COLOR IQ

Web Integration

WHAT IS COLOR IQ?

Stop by a store and try our revolutionary Color IQ service. It identifies your Color IQ number and then pinpoints your foundation match from over 1,500 formulas.

[LEARN MORE](#)



GET MATCHED IN STORE

Visit a store to try our Color IQ service—and discover your foundation match in minutes.

 [FIND A STORE](#)

1

SHOP YOUR MATCH ONLINE

ALREADY HAVE A COLOR IQ NUMBER?

Enter the Color IQ number you received in store.

[GO](#)

OR

2

DON'T HAVE A COLOR IQ NUMBER YET?

Use the foundation you currently wear to find other product matches.



[GO](#)

COLOR & IMAGE

Q&A