

# Overview

The eco-friendly cosmetics store called Lush has been around since 1995. However, it will not be better than other competitors, it continues to make eco-friendly handmade products, which will most likely have a positive impact on our environment today.

The goal is to create a pleasant shopping experience for users while displaying an online store of easy-to-navigate menu and handmade cosmetic products.

## Research

### User Interviews

The goal of the user interview was to find what users think about eco-friendly handmade cosmetic products and their impact on the environment.

I was only able to interview 1 person because I don't know very wealthy people and the reported target audience of Lush Cosmetics is mid to high-class people.

### Interview Questions

1. Are you working?
2. How often do you use the internet?
3. How often do you use social media?
4. What are some of the apps and websites you use the most?
5. How often do you use or see yourself using Lush Cosmetics Website?
6. What devices do you typically use when visiting Lush Cosmetics Website or any website in general?
7. What brand of hygiene products do you like? Where do you shop?
8. Do you prefer to shop online or in a store?
9. How often do you buy hygiene products?

10. How many times do you use a hygiene product?
11. What do you consider buying eco-friendly, handmade hygiene products?
12. Do you recycle the packaging of your hygiene products in a recycle bin?
13. What are your thoughts on ex-friendly and handmade hygiene products?
14. What are your thoughts on how it affects the environment?

## Theme from Interview

### User theme

- User has not shopped at Lush, nor has he ever heard of it
- Interested in purchasing and using eco-friendly, handmade hygiene product
- Accessibility and quality is important
- Biodegradable products are more important than organic things.

### Problems

- Not easily accessible
- Not good quality products

### Solving Problems

- They can be sold at other stores and not just Lush retail store
- Use higher quality ingredients and have users test out for feedback on quality

### Recommendations from Interview

User is positive about recycling hygiene product packaging and using eco-friendly, clean hygiene products.

### Ideas and recommendations

- Education about ingredients that impact the environment, current problems with the use of plastic, non-eco-friendly products, future impact on the environment, and benefits of using eco-friendly clean products.
- Easier navigation menu in the app
- More organized menu and products in the app