

MOBILE FIRST REDESIGN FOR A MAJOR PLAYER IN THE BEAUTY INDUSTRY


Physicians Formula 2016 website refresh

SPINX



Overview

As a leading cosmetics company, Physicians Formula is known for creating fun and glamorous makeup that is safe for sensitive skin. Found in major retailers such as Target, Walmart, Walgreens, CVS, and Rite Aid, they are known for being America's #1 Bronzer Brand, America's #1 Natural / Organic Face & Eye Makeup Brand, and America's #1 Mineral Makeup Brand. For over 75 years they have maintained a commitment to product purity and quality, which is a testament to the brand that they have built.



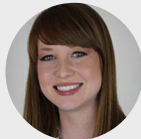
**2015 saw mobile phone
usage at an all time high on
PhysiciansFormula.com. We
jumped at the opportunity to craft
a site catered to mobile visitors.**

Key Team Members



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Project Lead



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UX Strategy



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Lead Designer



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Lead Developer

Discovery

Every year, we do a site refresh for Physicians Formula and introduce a fresh design with an optimized user experience, using our learnings from the previous year. For the past couple of years, we had been keeping an eye on the increasing number of mobile devices used to view their website, and in 2015 website usage steadily increased to from around 40% to 60% coming from mobile devices.

Even though we had been building the website to be responsive for the past 3 years, we previously used a desktop-first design approach. With the surge of mobile device usage (and with no sign of mobile device usage declining in the near future!), we decided 2016 was the right time to use a mobile-first design approach for the refresh.

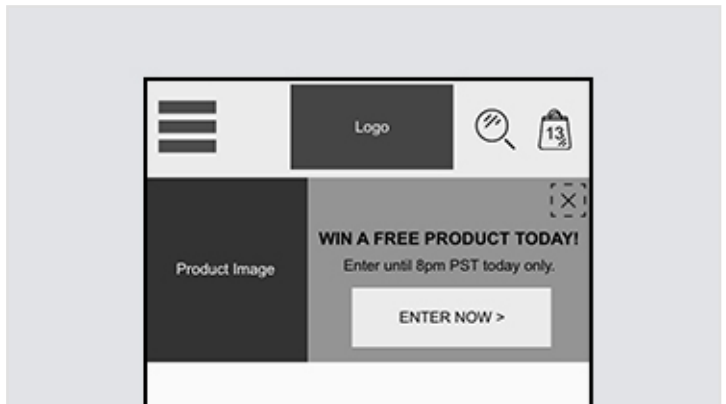


UX Strategy

Designing for smaller screen sizes first meant that there was a much smaller area to grab the user's attention when they land on the site. This meant that we had to be incredibly intentional about what content we put in this space, so that users would be engaged from their first glance and would want to scroll down the page to see more.

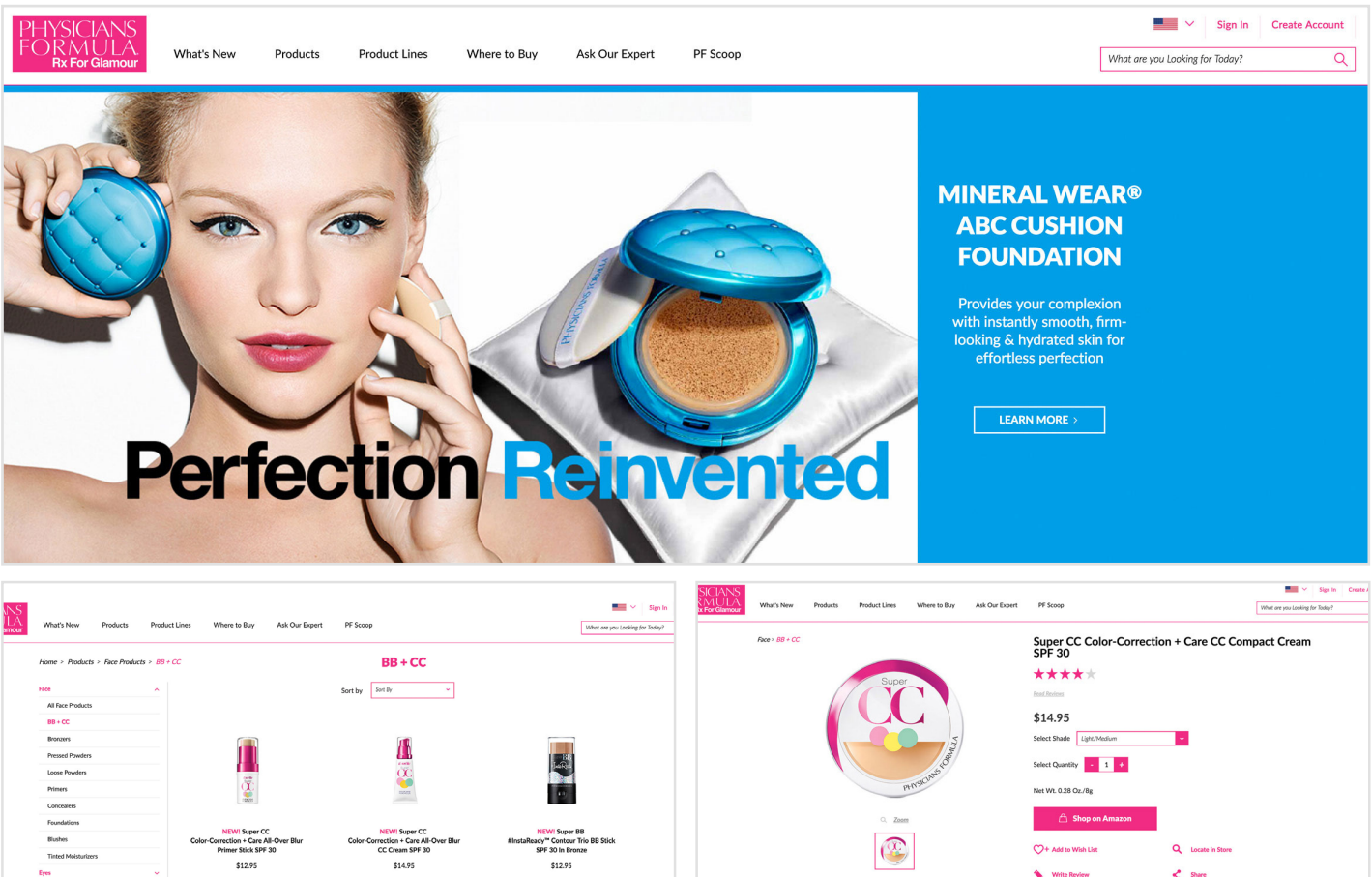
During the UX strategy phase we spent a lot of time building out wireframe prototypes and testing them for usability on small screens. No screen or piece of content was taken for granted - everything was customized to produce the best possible experience.

During the refresh, we also made several small changes that added up to major site wide improvements. We removed the carousel on the homepage (due to low conversion rates), added user-generated content to all product pages (social proof is shown to increase conversion), pulled related content onto product pages (awards, press mentions, product finders, and more), built out focused tutorial video pages (with related products linked for easy purchase), added social feeds to the site, and added product finding resources to select the perfect product for you, just to name a few!



Build

The design and development for this redesign flowed out of the solid UX Strategy we constructed. Incorporating strong branding elements across the site gave everything a distinctly “Physicians Formula look”, and our development team used best practices when developing the site on a custom .NET responsive framework.





Test & Launch

A thorough quality assurance phase allowed us to make sure the site was working optimally once development was done. During the testing phase, we tested all the latest desktop browsers, mobile devices, and tablets that we could get our hands on.

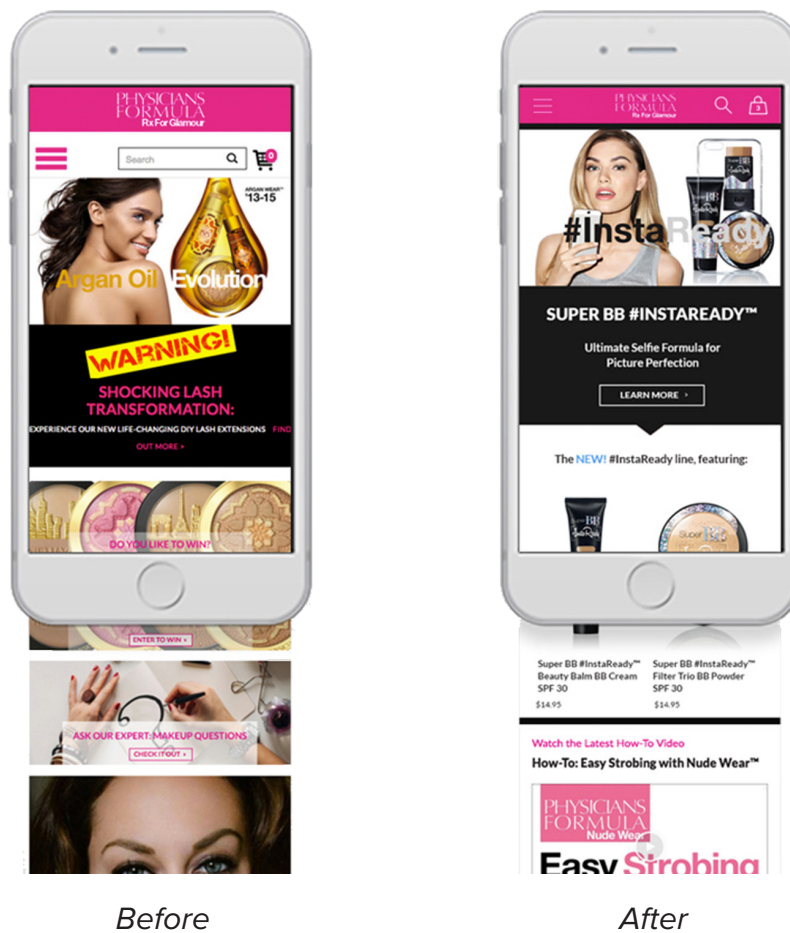
Having worked with Physicians Formula for several other site refreshes, it was tradition to ring in the New Year with a fresh website. As the clock struck midnight on New Year's Eve, the new mobile-first website design went live for all to see.

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a grey t-shirt. The background is slightly blurred, showing the person's torso and arms. A tattoo is visible on the person's left forearm. The text is overlaid on the center of the image, appearing as if it's on the phone's screen.

Considering smaller screens first during our design process forced us to re-evaluate what content was the most important on the page and prioritize accordingly.

The Results

In the end, a beautiful new site redesign provided an even better experience for visitors using mobile devices. Since the launch of the mobile-first redesigned site, we have seen mobile usage increase even more (it's quickly approaching 70% of device usage). The additional tweaks and new features have been very well received by users, driving increased engagement. Conversion has been up on the website as well, with the conversion rate up 130% over 2015. And not only is the site optimized for mobile devices, but it looks amazing on desktops too!

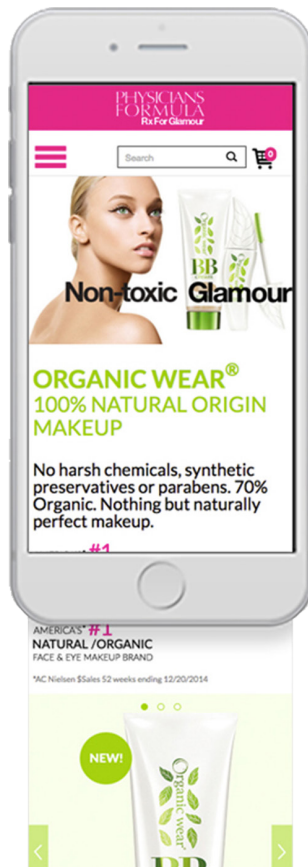




Before



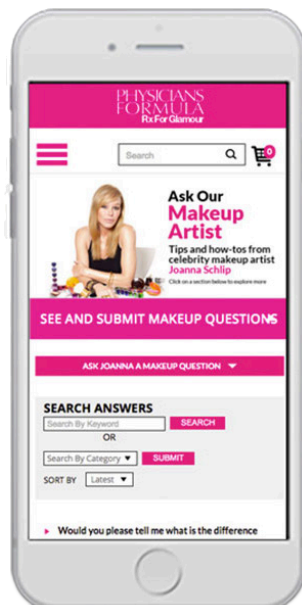
After



Before



After

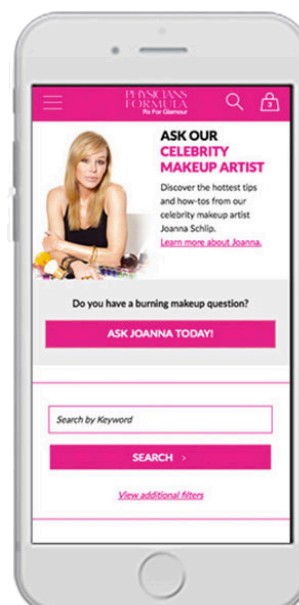


between Organic Wear CC Cream and Super CC Cream? Which one is better?
Hi - Thanks so much for checking in! They are both equally amazing, but the real difference here is the ingredients. It's all about personal preference. :)

I really like the Youthful Wear Spotless Wear Foundation in Light, however, it is still too dark for my complexion. Do you have any suggestions? Thanks!
Have you tried the Youthful Wear Foundation in Fair? (It's the original formula, not the Spotless.) If you want to stick with the Spotless formula, perhaps you can try sheering it out with your moisturizer. Good luck!

I'm 47 and have wrinkles I want to hide or fill around eyes, across forehead, and laugh lines. However, my T

Before



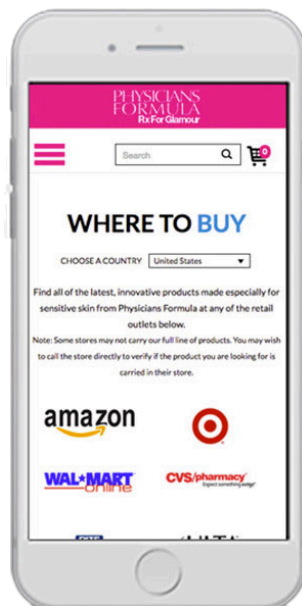
Q: have you changed your product line? I've been buying a pressed concealer - small round compact in Ivory for years. Can't find it. For undereyes.

A: We've expanded our line for sure. Have you tried looking online?

Q: I never wear foundation because my skin is just too sensitive, my pores just clog and I sweat. I'd like to even out my skin tone and minimize my pores with something but not sure what to choose. Help!

A: Not to worry, a powder can give you a fresh, flawless complexion. I recommend looking

After



Before



After



Key Achievements

69%

Mobile site usage on site

+130%

Increase in conversions

+110%

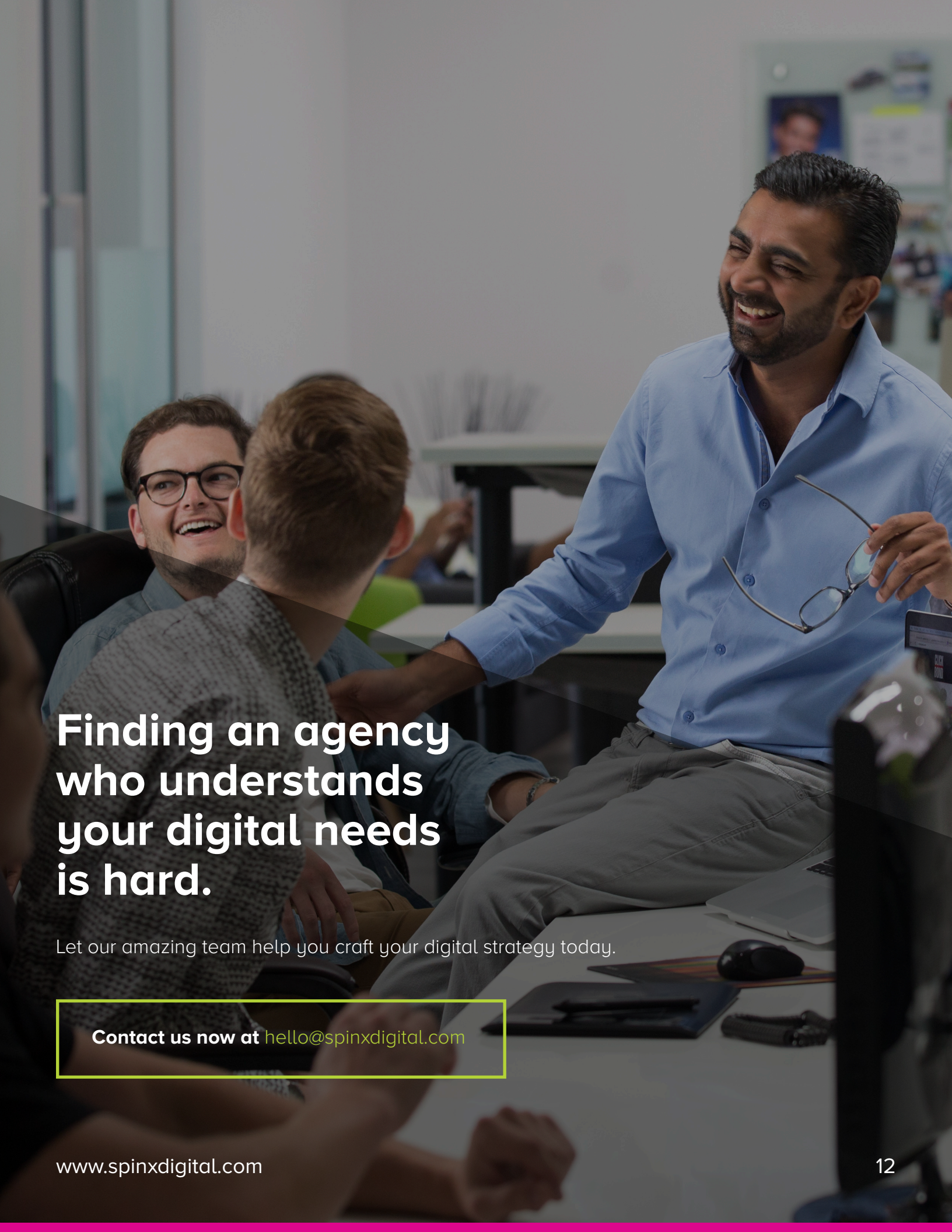
Increase in visitors

+134%

Increase in Number of
Product Reviews

Closing Thoughts

Mobile first design might not be the best approach for every company, but it was the right solution at the right time for Physicians Formula. In order to keep mobile users happy and engaged, a design optimized just for them ensured that they would have the best experience possible across the entire site.

A group of people in an office setting, smiling and engaged in a discussion. A man in a light blue shirt is leaning forward, holding his glasses, and talking to two other people. The background shows a modern office with desks and a whiteboard.

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