

BUSINESS & CULTURAL CONTEXT

Creating body care products for beginners

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Cultural context & history



There is a rise in DIY projects and homemade things. People are seeing the effects of using harmful products and are interested in learning how to create products for personal and business use

In many developing countries like mine, Puerto Rico we used our natural resources to create our products. It wasn't until colonisation that we begin to use pre-made products. Our roots and history is being lost and forgotten about.

Problem

The problems my website will solve



Problem 1

Most sources for information is YouTube, tiktok, instagram and blogs don't provide education, video tutorials and contact information for questions/concerns

Problem 2

The education and tutorials aren't simple and fun to follow, not very beginner friendly

Problem 3

The current sources don't teach you how to use what you have, how to prep and transition and cover all the basic products

Solution

List 3-5 ways your company proposes to solve them.



Solution 1

My website will provide education on the ingredients of each product, how to mix them safely, video tutorials and contact information



Solution 2

The education and tutorials on the website will use simple language, small chunks of information and be enjoyable



Solution 3

There will be additional information on how to clean and sanitise your current body care containers, how to prepare your skin for transitioning and provide tutorials for a range of products

Target audience



Example one

aged 20-40
wants to create products
that actually work
products that can be made
in bulk
wants to save money



Example two

aged 18-25
environmentalist
wants to consume
and create products
that are safe for the
environment



Example three

aged 20-40
recently discovered the
harmful effects of
chemicals in body care
products
wants to create and
use products that are
safe and healthy

Project purpose



☀ Reason 1

A lot of people are realising the harmful effects of factory made body products. People are wanting to use better, cleaner products however there is a lot of misinformation or not complete information

☀ Reason 2

My family has been using natural products all of my life. There is history in natural products and pride. The ability to understand what you're putting in your body

COMODITY

Creating body care
products for beginners



Target Group

Who are the customers you want to cater to?



Target Group 1

Young adults who want to create their own healthy and safe products or want to start a natural body care line and need an informational guideline and education that is straight forward and easy to understand.



Target Group 2

Young adults who are concerned with the environment and waste. Those who are transitioning to a natural and eco-friendly lifestyle but don't know where to begin and how to begin

User persona 1



Sara

Sara is 26 years old. She working a hybrid job and she has disposable income.

Sara lives alone with a cat. She has taken an interest in natural products because the lotion she currently uses gives her rashes and her hair is thinning. Her apartment is aesthetically pleasing and hates the look of all of the product bottles in her bathroom/bedroom. She spends her free time baking and decorating her home. Sara is looking for a website that looks beautiful with easy to follow instructions. She naviagtes the website using an iPad and Apple Pencil.

User persona 2



Michael

Michael is a 28 year old who lives in the sunny state of Florida. He owns his home and lives alone because he believes marriage is a scam. He lives a slow life and hates spending a long time in the aisles trying to decide which body products work best. He's a "do-it-myself" type of guy and believes it shouldn't be that difficult to make his own body products (he's right). He is looking for a website that will tell him what to buy and exact measurements to make it at home. He usually surfs the web on his phone because he thinks computers are a waste.

User persona 2



Lilly

Lilly is a 21 year old who has recently discovered the harmful effects of the different chemicals in common body products on the environment and her body. She wants to educate herself on safe and healthy products so that she is able to implement the practices into her daily routine. She lives in a small apartment in NYC, she doesn't have a lot of space and would like to learn how to use what she already has to form better habits. However between advocating for the Earth and work, she doesn't have much time. She wants something that is easy and to learn.

Real life use

My general target group is young people that are eager to learn and looking to make changes in their body products. The website will be designed in a way that is fun and easy to learn. A website that can be used as a quick reference.

1st way
simple
language



2nd way
simple
layout



3rd way
straightforward
and clear
tutorials



SWOT Analysis

STRENGTH

Credibility
Life-long teachings

WEAKNESS

History isn't online
One man team

OPPORTUNITY

Sponsors
Develop a community

THREAT

Competitors
Controversy
Cultural Difference



Content Strategy

CONTENT

FAQ page and text for ingredients and notes

FUNCTIONS

the ability to download a shopping list per item

MEDIA

I want to use video tutorials, both sketches and real imagines.

LAYOUT

video tutorials with text below



layout

Body care



- Lotion
- Body butter
- Deodorant
- Fragrance

Hair care



- Shampoo
- Conditioner
- Dry shampoo
- Hair gel

Our story

Education



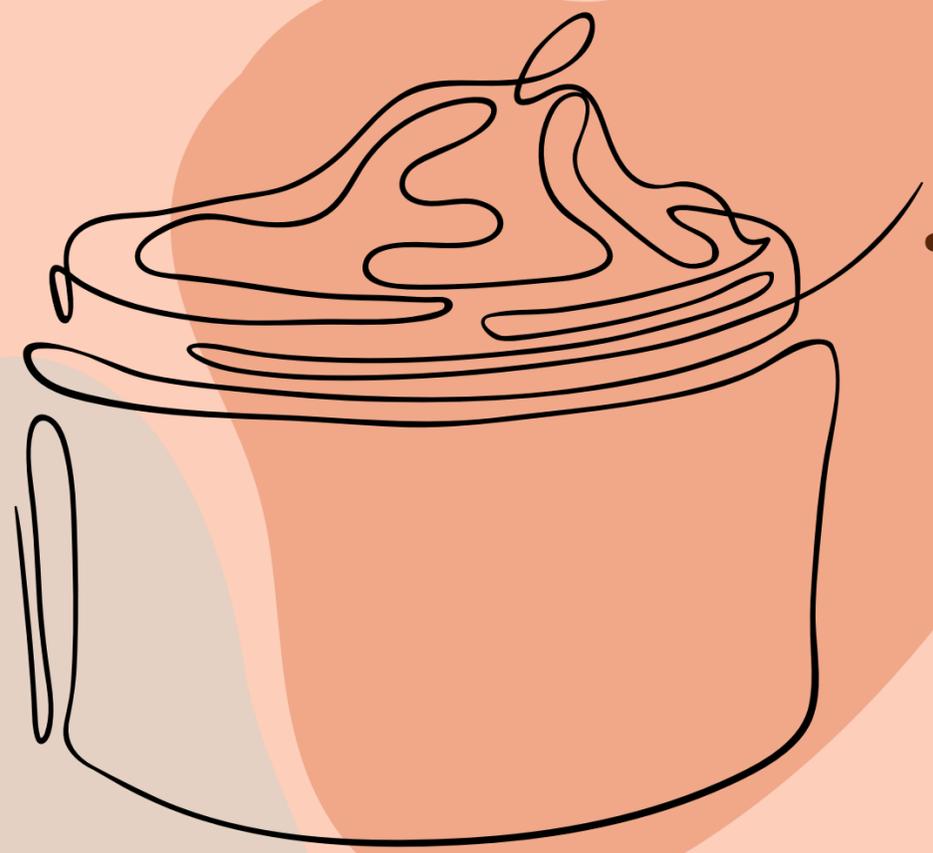
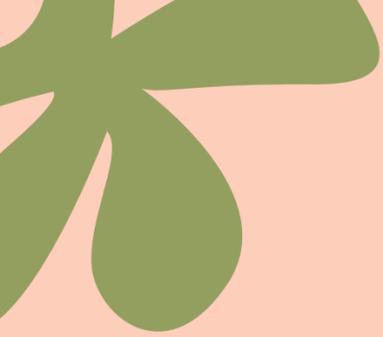
- Base Ingredients
- Preservatives
- Additives
- Containers

History



Rough layout example





Thank you

