

customer success story: Barefaced Beauty

website redesign to follow design trends and improve functionality

The Problem



"Barefaced Beauty's current website could not provide the functionality it required to compete with its competitors"



Barefaced Beauty are an award winning brand of pure mineral cosmetics, their makeup products are comprised of naturally occurring minerals, which was a rare product when Barefaced began.

Barefaced Beauty originally came to Advansys with a specification to create a new online corporate identity, and build an ecommerce website to help their business grow.

Barefaced Beauty's original website could not provide the functionality it required to compete with its competitors, and required a redesign that created a professional, modern brand identity to push the business into the next league.

The Solution

"added ecommerce functionality has made it easier for the consumer to buy allowing Barefaced Beauty to stay ahead of the competition in a very competitive online market"



BareFaced
BEAUTY

Barefaced Beauty spoke to Advansys with a requirement to update the design of the website to accommodate modern design trends and more importantly compete against bigger brand competitors such as L'Oréal and Maybelline who were going to market with pure mineral cosmetics. Barefaced Beauty needed to act fast to keep their first mover advantage. The new design would also focus on their SEO requirements by creating a new category structure to help improve their natural rankings.

The resulting design was a site that remained true to the original design, yet updating the brand and site to accommodate for changing design trends.

Using the colour scheme of the original website design, Advansys designed a new logo reflecting the fresh feel of a mineral cosmetic company, whilst incorporating web2.0 design trends. The website design is clean, simple with a sterile feeling which reflects the natural aura of the company.



The catalogue pages include a new user-friendly structure, with drop-down menus and bright pop up boxes. The homepage includes a new flash feature that stands out to customers, promoting new products. This banner enables the client to easily update the images and text through the CMS, using the flash banner module saving valuable time and money.

Along with the design changes Advansys made some well thought out enhancements to the functionality of the ecommerce platform, enabling the client to offer online gift vouchers as well as promo codes. The overall web design is clean and simple and the added ecommerce functionality has made it easier for the consumer to buy allowing Barefaced Beauty to stay ahead of the competition in a very competitive online market. Type in 'pure mineral make up' or 'mineral cosmetics' in Google and see which ecommerce store is in the top four on page one since the launch of the new ecommerce design.