



NaturCycle

UX Case Study

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The Client

NaturCycle 



Vision

NaturCycle envisions a future where skincare and sustainability naturally work together. The brand aims to make eco-friendly beauty easy, accessible, and meaningful — proving that small everyday choices can support a healthier planet.

Slogan

"Where Beauty Meets Sustainability"

Brand Keywords

Empowerment

Personalization

Sustainability

Innovation

Natural

Target Audience

NaturCycle speaks to eco-conscious consumers — primarily Millennials and Gen Z — who prioritize ingredient transparency, sustainable packaging, and brands that align with their environmental values. These are shoppers who want luxury without guilt and proof without greenwashing.

Tone of Voice

Warm, honest, and empowering. NaturCycle communicates with confidence and clarity — never preachy, always purposeful. The brand feels premium but approachable, speaking to users as informed individuals making meaningful choices.

Comparative Matrix

NaturCycle 

PROBLEM QUESTION

"How might we help eco-conscious skincare users find trustworthy, personalized sustainable products without greenwashing confusion and overwhelming choices?"

SCOPES & GOALS

This matrix evaluates four key competitor brands across nine features to identify gaps in the sustainable beauty market and inform NaturCycle's app design decisions.

Features	 MADE FROM TEMPLE FLOWERS	Aēsop®		 THE BODY SHOP
Recycling Program	Partial Sourcing-level only; users don't actively participate	Available In-store "Rinse & Return" container program	Partial Via TerraCycle 3rd-party mail-in only	Available "Return, Recycle, Repeat" strong in-store program
Loyalty Program	Not Available No points or rewards system	Not Available Deliberately avoids gamified rewards	Available "Club Olay" — points, tiers, coupons	Available Love Your Body™ Club" — points + charity donations
User Profile	Basic Order history only; no personalization	Limited Basic online; in-store notes kept by consultants	Available AI-powered Skin Advisor profile with full tracking	Available Tracks points, rewards, purchases & activism
Sustainability Info	Excellent Core brand story — highly visible and transparent	Available B Corp certified; detailed, elegant messaging	Partial Corporate messaging via P&G; less authentic feel	Available Activist brand; Fair Trade stories prominent
Skin Analysis	Not Available Not a skincare brand	Partial Video consultations with human experts only	Excellent "Olay Skin Advisor" — AI selfie-based analysis	Partial Basic quiz-based skin type finder
Visual Try-On	Not Available N/A — fragrance product	Not Available Sensory product; cannot preview digitally	Limited Before/after simulations only; no AR try-on	Not Available Emphasizes physical retail experience
Impact Dashboard	Partial Brand-level metrics only; no per-user tracking	Not Available Reports available; no personal dashboard	Not Available No user-facing impact tracker	Partial Donation history visible; global metrics shared
Waste Submission	Not Available Collects from temples, not consumers	Partial In-store container return only	Not Available Must use 3rd-party TerraCycle	Partial In-store bins; no online submission
Product Catalogue	Limited Niche: incense, oils, and gifting only	Available Curated lifestyle range; clean organization	Excellent Deep skincare catalogue; extensive filters	Excellent Range: skincare, body, hair, makeup, fragrance



Available / Excellent — Feature is fully implemented



Partial — Feature exists but is limited or indirect



Not Available — Feature is missing or not applicable



Ava The Caregiver

Primary Persona

Primary Persona Note: All user flows, wireframes, and the final prototype are based on this persona.

Tagline: "I want glowing skin for my family, but I need proof this is safe — not just marketing."

Age: 35

Gender: Female

Marital Status: Married, 2 children

Job Title: Marketing Coordinator

Location: Toronto, ON

Archetype: The Caregiver

Experience Level: Beginner–Intermediate

Tone of Voice: Warm, caring, honest. Encouraging but skeptical. Family-centered and practical. Emotionally driven but responsive to evidence and visible proof.

About Me:

Ava is a 35-year-old Toronto mom deeply invested in protecting her family's health while reducing their environmental footprint. Validation confirmed she approaches new brands with healthy skepticism — checking ingredients, looking for certifications, and expecting clean minimal design that signals trustworthiness. She responds strongly to rewards tied to eco-actions and needs category-based navigation rather than search-only browsing to feel in control of her shopping experience.

Goals:

- Browse products through visible categories without relying on search
- Use clearly labeled filters to find products suited to her skin type
- View full ingredient lists and certifications directly on the product page
- Earn points and discounts by submitting empty packaging for recycling
- Use AI skin analysis to receive personalized product recommendations

Frustrations:

- Unclear filter icons create friction and confusion during browsing
- Too many product options without category guidance feels overwhelming
- Recycling feels pointless and effortful without tangible rewards attached
- Hidden or hard-to-find ingredient information reduces trust in the brand

Motivations:

- Rewards and discounts make sustainable habits feel worthwhile
- Visible certifications and ingredient transparency build genuine confidence
- Personalized skin analysis removes the guesswork from product selection
- A clean minimal app experience signals the brand is trustworthy and intentional

Characteristics:

- Protective and research-oriented
- Emotionally driven but cautious
- Motivated by visible results and real impact
- Family-centered and practical in decision-making

Electronic Devices



Preferred Brands



Preferred Channels



Preferred Socials



Empathy Map

Qualitative

Validated



NaturCycle

Validated through Walk & Talk interview with Esther Okwaleke, Age 25, Design Student, Richmond Hill, ON

DESIGNER: Harpuneet Kaur USER: Ava — The Caregiver DATE: 12th April, 2026 VERSION: Validated / Qualitative

Who are we empathizing with?

- 35-year-old married Toronto mom of 2
- Manages family skincare routines
- Teaches kids about sustainability
- Busy balancing remote work and parenting

What does she hear?

- Friends: "Clean beauty is safer for kids."
- Other moms: "Look for third-party certifications."
- Podcasts: "Many eco brands still use hidden plastics."
- Influencers: "Transparency is everything."

What does she do?

- Looks for category navigation before using search
- Checks ingredient lists before making purchase decisions
- Responds positively to rewards and discount incentives
- Uses skin analysis only after being guided to it
- Prefers curated recommendations over browsing everything

What does she need to do?

- Browse products using visible categories — not search only
- Use clearly labeled filters to narrow down choices
- View full ingredient lists directly on the product page
- Access AI skin analysis to get curated recommendations
- Submit empty packaging for points and discounts

What does she see?

- Product pages without clear category navigation
- Filter icons that are unclear and hard to identify
- Competitor apps with better category organization
- EWG Verified and Vegan badges on product pages
- Reward systems that make recycling feel worthwhile

What does she say?

- "I need categories — I don't want to search for everything."
- "The filter icon wasn't visible enough for me to notice."
- "If I get points for recycling, I'll actually do it."
- "The ingredient section should be easier to find."
- "AR Try-On is useful for tinted products specifically."

Think & Feel

- Frustrated when navigation relies only on search
- Reassured when certifications and ingredients are clearly visible
- Motivated by rewards tied to recycling participation
- Confident when product recommendations feel personalized to her

Pains

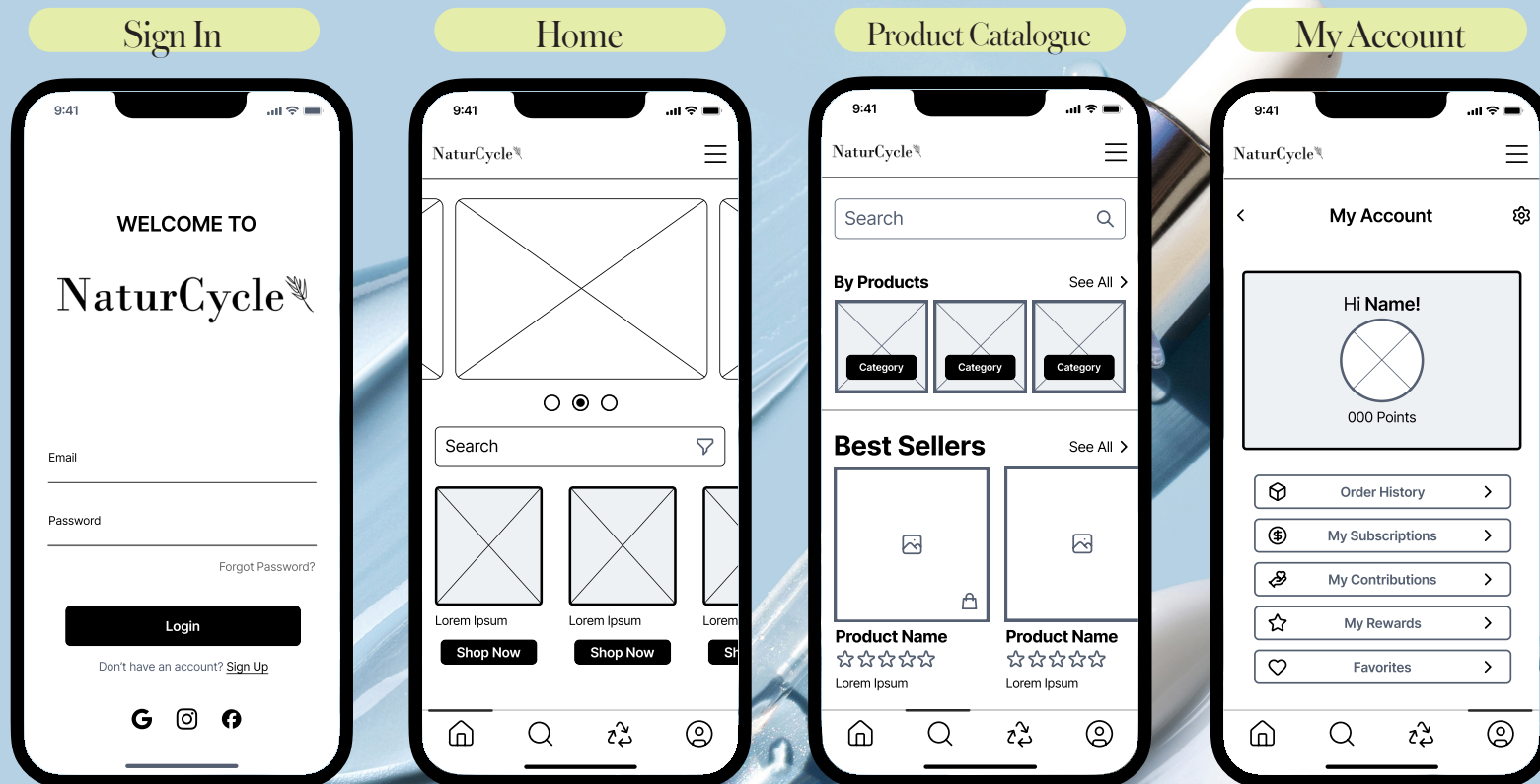
- Unclear filter icons cause confusion and friction
- Too many products without category guidance feels overwhelming
- Recycling feels pointless without tangible rewards
- Hidden ingredient information reduces trust in the brand

Gains

- Visible categories make browsing fast and effortless
- Rewards system makes recycling feel genuinely worthwhile
- Ingredient transparency builds real trust in NaturCycle
- Personalized skin analysis reduces decision fatigue significantly

Mid-Fidelity Wireframes

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Sign In

The sign in screen welcomes users with a clean minimal layout featuring the NaturCycle wordmark prominently centered. Email and password fields sit below with a clear Login button and Sign Up link for new users. Social sign-in options via Google, Instagram, and Facebook reduce onboarding friction. The forgot password link is accessible but visually secondary — keeping the primary action clear.

Home

The home screen serves as the main discovery hub with a rotating hero banner at the top. A search bar with a clearly labeled filter option sits below — directly addressing the validated insight that icon-only filters were not visible enough. The bottom navigation bar contains 5 destinations — Shop, Recycle, Home, Notifications, Profile — each with an icon and text label, with the active state indicated by a filled icon. Product cards below show image placeholder, name, and Shop Now button.

Product Catalogue

The catalogue organizes products through visible category tiles at the top — directly addressing Esther's validated feedback that browsing by category is more intuitive than search-only navigation. A Best Sellers section surfaces top-rated products below. Each product card displays image placeholder, product name, star rating, and short description. Filters are accessed through a labeled dropdown — not an ambiguous icon.

My Account

The account screen displays the user's name, profile photo placeholder, and points balance prominently. Quick-access menu items include Order History, Subscriptions, Contributions, Rewards, and Favourites — reflecting both shopping convenience and sustainability engagement. The bottom navigation bar remains consistent across all screens with the Profile icon showing active state on this page.

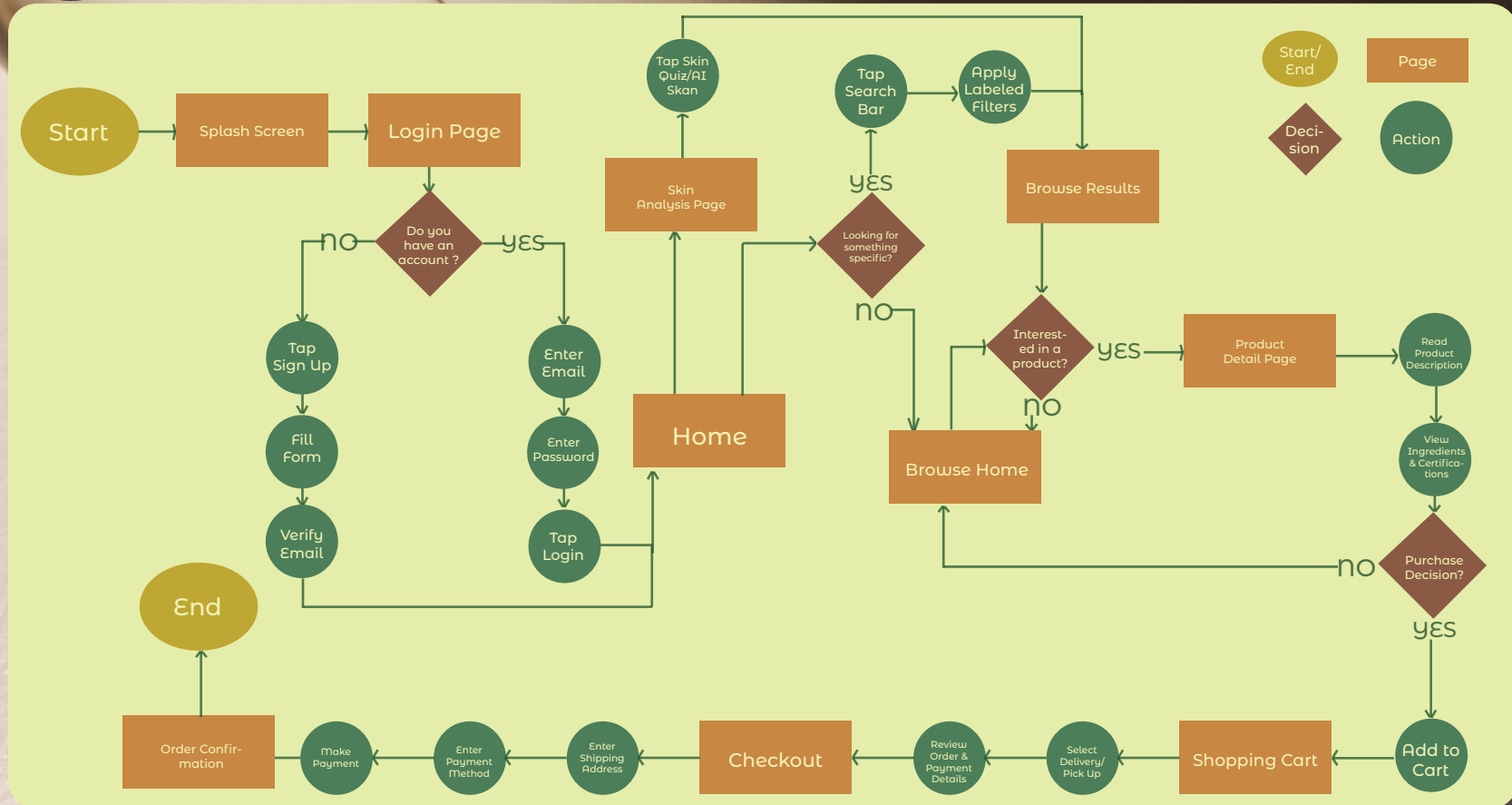
Validated Flow Chart

NaturCycle 

Validated through Walk & Talk interview with Esther Ohrcaleke, Age 25, Design Student, Richmond Hill, ON



Name: Ava Age: 35 Gender: Female Job Title: Marketing Coordinator
AVA'S GOAL: Discover personalized skincare products and complete a purchase.



OBJECTIVE

The validated user flow incorporates interview insights to improve usability, clarity, and trust. It prioritizes guided product discovery through visible categories and skin analysis, clearer navigation with labeled filters, ingredient transparency on the product page, and a reinforced rewards system — resulting in a more user-centered and efficient experience that directly reflects Ava's confirmed needs.

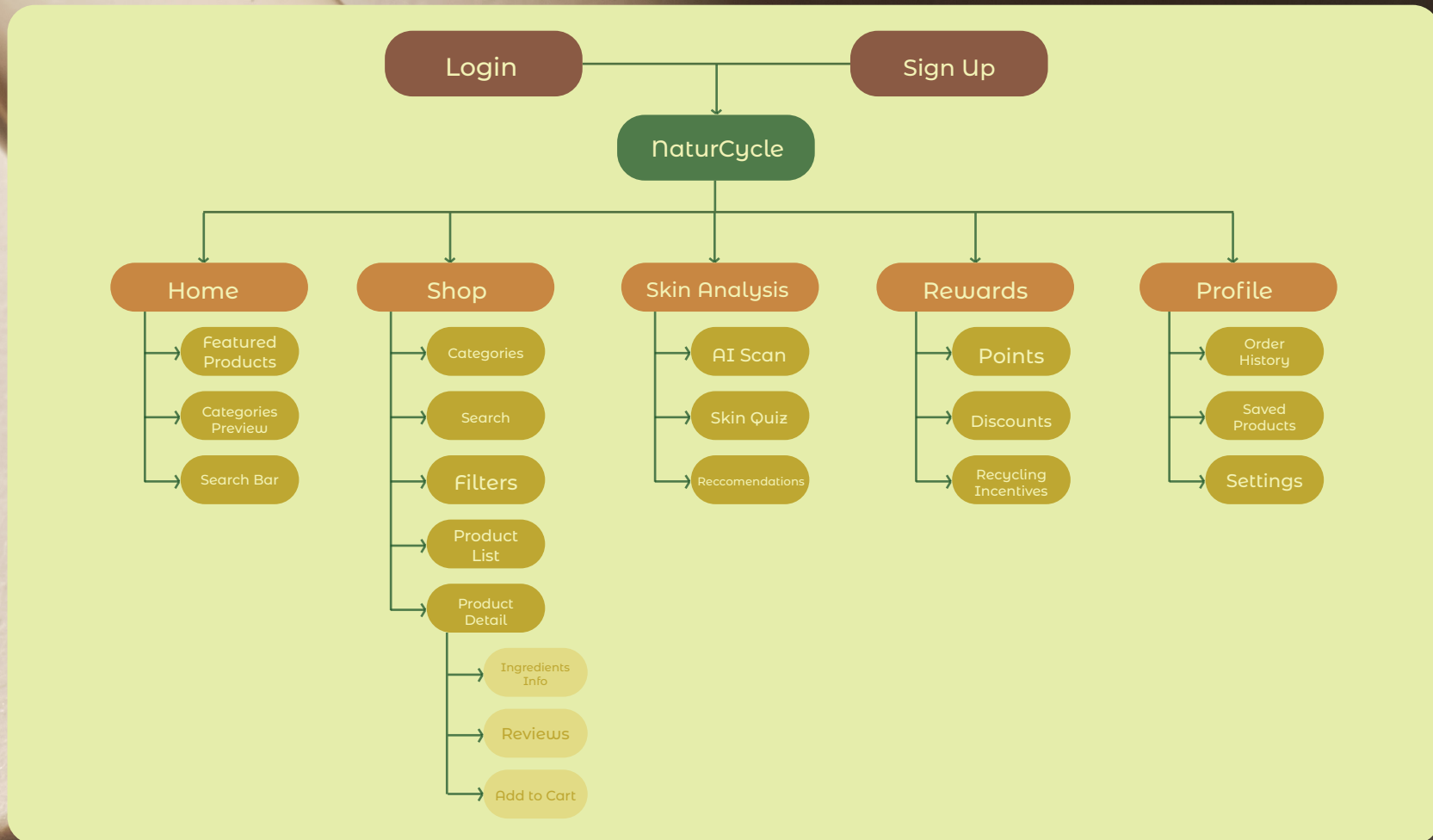
WHAT CHANGED AFTER VALIDATION:

- 1.Skin analysis and quiz added as guided entry point for overwhelmed users
- 2.Product categories and filters made more visible and clearly labeled
- 3.Filters updated from icon-based to spelled-out labeled options
- 4.Ingredient transparency section introduced on product detail page
- 5.Clearer order and payment review step added before final checkout
- 6.Reward and incentive features reinforced to improve recycling engagement

IA Site Map

NaturCycle

VALIDATED FLOW PATH: Login ->Home -> Shop -> Categories -> Product Detail -> Ingredients Info -> Add to Cart -> Checkout -> Order Confirmation



CONSIDERATIONS

The IA sitemap outlines the complete structure and organization of the NaturCycle app. Based on validated user insights, the navigation prioritizes clear product discovery, guided recommendations through skin analysis, visible filtering options, and ingredient transparency. The validated user flow path is highlighted in gold — showing exactly how Ava moves through the app to reach her goal.

User Journey Map

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Name: Ava

Age: 35

Gender: Female

Job Title: Marketing Coordinator

AVA'S GOAL: Discover personalized skincare products and complete a purchase.

STAGES	Discover----->Explore----->Evaluate----->Decide----->Purchase----->Post Purchase					
USER FLOW	Open App	Browse Products	Use filters / skin analysis	View Products	Add to Cart	Checkout / Confirmation
TASKS & GOALS	Download and open app	Browse by category and explore features	Use skin analysis or filters to narrow choices	Read ingredients & certifications	Add preferred product to cart	Complete checkout and earn eco points
TOUCHPOINTS	Home Screen	Shop page / Category tiles	Filters / Skin Analysis page	Product detail page	Shopping Cart	Checkout / Confirmation page
THINKING / FEELING	 "Is this trust worthy?"	 "Too many options..."	 "This might work for me"	 "Are these ingredients safe?"	 "This looks good"	 "Easy — and I earned points!"
OPPORTUNITIES	Clear onboarding with brand story	Visible categories and guided browsing	Skin analysis + labeled filters	Ingredient transparency + certification badges	Simple one-page checkout	Recycling rewards system

Hi-Fi Wireframes



Hi-Fi Wireframes



Shopping Cart

The Shopping Cart wireframe shows a list of items with product images, names, prices, and quantity controls. It includes a 'Choose Vouchers' and 'Apply Points' section, a subtotal, discount, and estimated total, and a prominent 'Checkout' button at the bottom.

Shopping Cart

The cart screen provides a clear summary of selected items — each showing product image, name, price, a subscription toggle, and quantity controls. A Choose Vouchers and Apply Points section allows users to redeem rewards before paying. A running Subtotal, Discount, and Estimated Total breakdown at the bottom keeps the experience transparent before checkout. A single prominent green Checkout button is the sole primary CTA — keeping the path to purchase unambiguous.

Product Page

The Product Page wireframe displays a large product image with a carousel indicator. Below the image, the product name and price are shown, followed by a star rating and review count. It includes an 'Ingredients' button, EWG Verified and Vegan certification badges, and a full-width green 'Add To Cart' button. A brief product description is at the bottom.

Product Page

The product detail screen displays a large product image with a carousel indicator for multiple images. The product name and price are clearly displayed in bold, with a star rating and review count beside it. An Ingredients button sits prominently beside the rating — directly addressing the validated need for ingredient transparency. EWG Verified and Vegan certification badges are displayed beneath with checkmark icons. A full-width green Add To Cart button anchors the bottom of the visible screen with a brief product description below.

Skin Analysis

The Skin Analysis wireframe features a large image of a person's face with a green facial mesh overlay. The heading 'Find Your Skin Type' is centered above the mesh. Below the image are two green buttons: 'AI Analysis' and 'Take a Quiz'.

Skin Analysis

The skin analysis screen uses the device camera to scan the user's face in real time — a facial mesh overlay visualizes the AI analysis in progress. "Find Your Skin Type" is displayed as the clear heading. Two distinct green buttons below offer two pathways — AI Analysis and Take a Quiz — giving users choice based on their comfort level. The bottom navigation bar remains consistent with the Recycle icon visible for easy access to sustainability features.

Recycle Page

The Recycle Page wireframe has a hero image with the headline 'Return. Recycle. Renew.' and a brief description of the recycling program. Below are two tabs: 'Recycle' and 'Waste'. The 'Recycle' tab is active, showing a 'Drop-off Location' section with a search bar, a 'Use Current Location' button, and a map of the Toronto area with pin markers for drop-off points.

Recycle Page

The recycle screen opens with a full-width hero image featuring NaturCycle volunteers with the headline "Return. Recycle. Renew." and a brief description of the recycling program. Two tabs at the top — Recycle and Waste — allow users to switch between submission types. A Drop-off Location section below features a search bar, a Use Current Location button, and a map of the Toronto area showing nearby drop-off points with pin markers.