

# Lamprobe by Lamskin

## **The BluePlan Group**

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START THE PRESENTATION





# Who is Lamskin?

The skin care company provides high-end skin care equipment to licensed professionals. They educate and train skin care professionals (more specifically aestheticians) that purchase the company's products.

# Our Task with them

Revamping Lamprobe.com so that it's more user-friendly. Making it clear that Lamprobe is a product of Lamskin versus being 2 separate business identities. It started out confusing as you click Lamprobe or call the number on Lamprobe, it navigates user to Lamskin.



Problem 1

The content on the website is not organized and is too congested. There are 2 websites which would confuse users.



Problem 2

Users confused on how to perform necessary tasks on the website because content is not well defined.

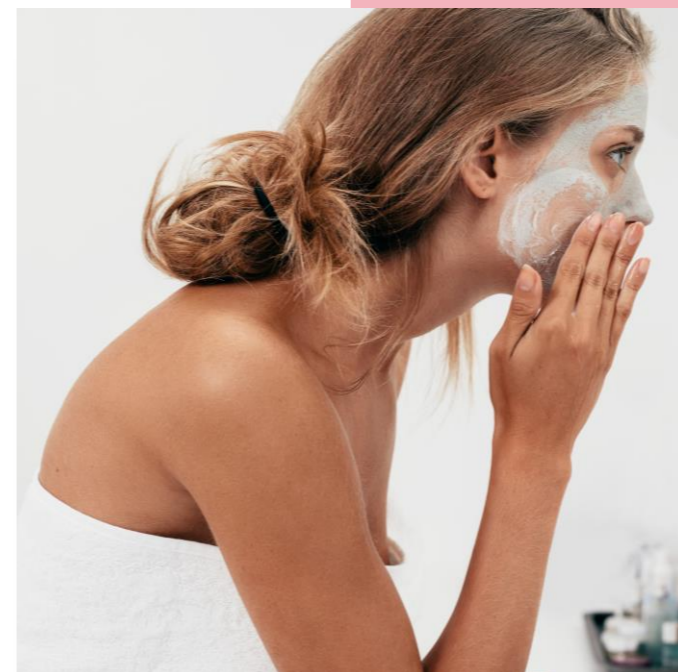


Problem 3

The website does not explicitly state certain important information

# Goals

1. Present the website content in a clear and organized format.
2. Engage and attract potential customers (users).
3. Re-introduce her brand to the beauty industry as a reliable veteran.
4. Increase transparency of content such as pricing and purchasing.



Lamprobe

# Deliverable List



## Content Audit

A current state analysis of the current website



## Research package

1. A competitive analysis of competitors' websites.
2. List of personas. A persona is a document describing a relevant user.



## Style

Stylesheet - aesthetics goal



## Wireframes

Wireframes of her new website.



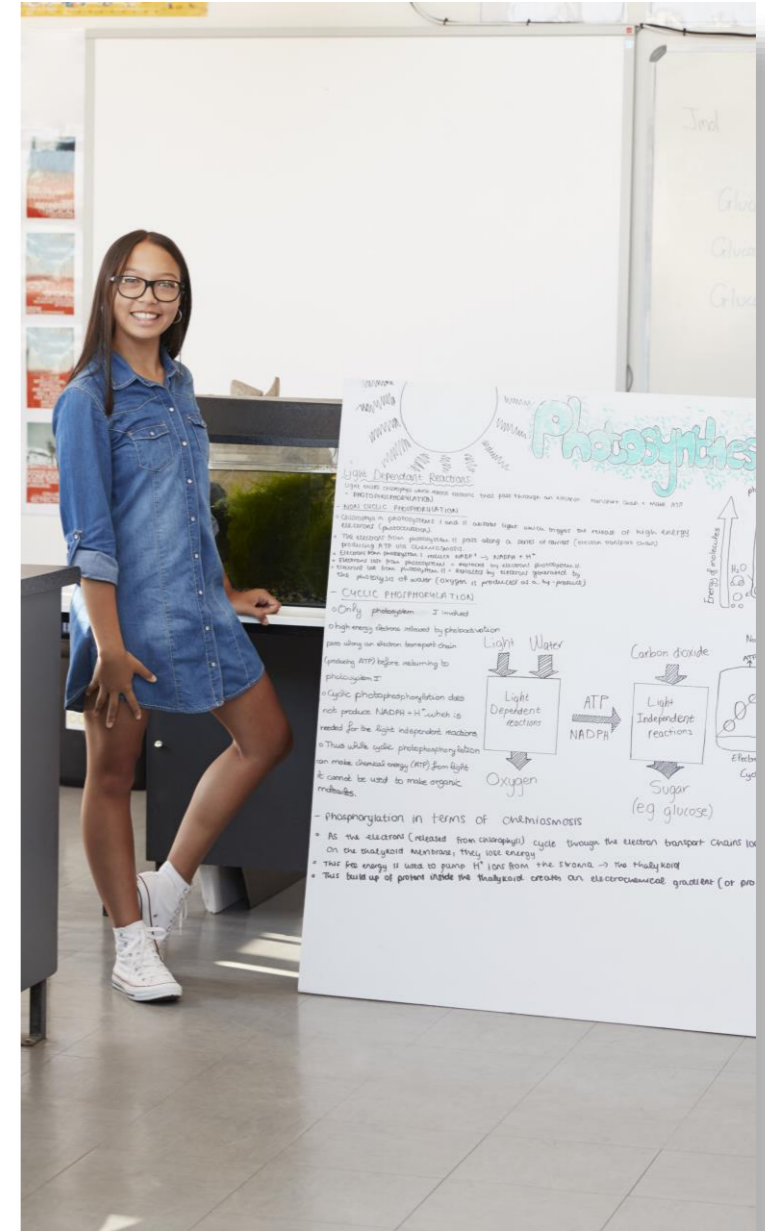
## Research

Content Audit.  
Competitors Analysis.  
Personas Development  
Writing Guideline



## Design and Develop

Strategy.  
Stylesheet.  
Wireframe.



## Final Product

Usability testing.  
Comparison testing.  
Prototype.

Lamprobe

# Next Months

## Communication

Good and clear communication with our client, Lara from the start. Lara responds within 48 hours and with great detail on her thoughts and comments.

## Next steps

Start with the the Design and Production process of Lamprobe website.

## Group Dynamic

Building a good relationship with each other.  
Problems that we came across as a group  
How we overcome those problems